

# The American Perfumer

and Essential Oil Review

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PERFUMER  
PUB. CO.  
NEW YORK

DECEMBER  
NINETEEN  
THIRTY-FOUR



See also page 9

AMERICAN CAN COMPANY

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7

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SWITZERLAND**

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—a modern, flowery bouquet char-  
acter—"out of the ordinary,"  
but moderately priced.  
\$15.50 pound

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The  
**American Perfumer**  
and Essential Oil Review

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VOL. XXIX

No. 10

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## *Facts ... odd and interesting*

### *For Making Ladies Beautiful Forever....*



ONE of the earliest recipe books on perfumes—"Les Secrets de Maistre Alexys"—contains this recipe "for making ladies beautiful forever:" "Take a young raven from the nest, feed it on hard eggs for forty days, kill it and distill it with myrtle leaves, talc and almond oil."

It is significant that in many of these early formulas the use of only the purest alcohol as a solvent was strongly urged. Today that recommendation is an unbroken rule among all manufacturers of fine perfumes. And Ever-clear Alcohol is their choice.



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Sales offices in most large cities. Warehouse stocks carried at  
all principal consuming points





# The American Perfumer

and Essential Oil Review

DECEMBER, 1934

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Vol. XXIX, No. 10



## Reciprocal Trade Treaties Planned

*These Agreements with Other Countries May Prove  
Valuable to American Exporters of Toiletries*

by C. W. B. HURD

WASHINGTON, Dec. 10.—Manufacturers of toiletries might well turn serious attention to a new development in the program of the Federal Government far out of the usual rut—the as yet incipient but potentially important reciprocal trade treaties.

But little attention has been paid thus far to this work, as it has been marked by the slow progress necessary for such a departure from the set path, but much progress there has been.

Fortunately a lull in the routine activities of Government, due mainly to the fact that this time is used principally by the Departments and Bureaus in the preparation of annual reports to be submitted to the Congress, permits some description of that work.

If successful, the treaty negotiations promise to be a real boon to the manufacturers of the myriad articles using essential oils as a base or a secondary factor.

They promise to assist the toiletries business, as well as other industrial lines, both in the obtaining of base products at lower tariff rates and the sale of exported finished products in markets made more free by the reduction of duties.

Preliminary negotiations have been opened looking toward the development of fifteen such reciprocal trade treaties with the following countries: Belgium, Brazil, Canada, Colombia, Costa Rica, Cuba, Guatemala, Honduras, Italy, The Netherlands, Nicaragua, Salvador, Spain, Sweden and Switzerland.

There are insistent reports that a sixteenth soon may be announced, concerning France, but this has not been officially confirmed. It is recognized, too, in informed quarters that scores of difficulties must be overcome to work out a Franco-American trade alliance, not the least of which is the quota system invoked by the French Government for the specific purpose of curtailing American exports to that country.

It also is noted that even should France come into the reciprocal trade group eventually, advantages gained

through lower costs of raw materials imported from that country might easily be offset by new competition made possible in the case of French toiletry manufacturers versus those of domestic manufacture.

Protests have been filed by organic chemical interests where it is believed lowered duties would seriously affect the young American industry. They assailed particularly the pending agreement with Switzerland.

With The Netherlands and Belgium apparently well on the way toward consummation of these treaties, there is a promise of advantages in the purchase of the essential oils highly favored for perfumery, most of which now are subjected to an import levy of 20 per cent ad valorem.

With Spain in the preferred category for interchange of products there would be a promise of reduction in the 10 per cent ad valorem duty charged on orange and lemon oils needed for flavoring, as well as a change in the 20 per cent duty which must be paid on flower extracts coming from the European peninsula. What applies to Spain likewise may be said of Italy.

From the exporters' standpoint, the proposed treaties offer even greater advantages in the form of potentially greater exports of soap to the Latin American countries where American manufacturers already hold a virtual monopoly that is subject to infinite increase if prices could be lowered, as well as greater exports of the cheaper grades of perfumes. Likewise, it is expected that the opening of new trade advantages to Latin America would greatly increase purchasing power there.

It is quite possible that American manufacturers might invade other fields there if granted a preference in the price field over their European competitors.

Of the treaties under consideration, one already has been concluded with Cuba, but this was merely the perpetuation of a specially preferred status of interchange that has existed for more than 50 years.

(Continued on Page 494)



# Outdoor and Mural Publicity

*The Part Played by Posters and  
Car Cards in Cosmetics Advertising*

by LEROY FAIRMAN

**A**LTHOUGH their relationship is not very close, posters and car cards are considered, by most advertisers, as belonging in the same classification. They are, it is true, quite similar in the method and manner in which they present advertising messages to the public eye.

The big 24-sheets which enliven or disfigure the landscape—according to the tastes and prejudices of the beholder—are not actually in the same class with the car card, nor with the 1-sheets which are a popular advertising medium wherever elevated or subway railroads are a means of transportation. Not only does the 24-sheet differ in dimensions, but it is usually presented to the eye of the beholder for a very short time—from a fraction of a second to a small fraction of a minute. The railway 1-sheets, on the other hand, are examined fairly closely by persons waiting for their trains, and the car card goes along with the passengers to their journey's end.

The big poster is obviously not a good advertising medium for the man who has a new story to tell, unless it can be told at a glance—which is true of very few advertising stories. It is not a good medium for the man who has to pile up a convincing structure of fact and argument—the glance of the passerby can take in but a few words before the poster passes out of the line of vision.

Neither is the poster a useful medium for the advertiser who desires to show illustrations of delicacy and artistic beauty, or of an appetizing nature. A plate of ice cream, thrown up to giant size to fit the proportions of a 24-sheet, is likely to send the beholder scurrying to the drug store for something to settle his stomach, rather than to whet his appetite and make his mouth water. The head of a woman applying rouge to her cheeks would be a thing of horror if it were increased in size a hundred times in order to form the illustrative feature of a 24-sheet, to say nothing of the garish and glaring color effect likely to be produced.

It is true that some of the soap people have done an excellent job with 24-sheets, but as a rule they have wisely re-

frained from showing human faces too greatly enlarged. And advertising which is commendable for soap is not necessarily equally desirable for the more refined and elegant toiletries. There is a wide gap between the products, and should be between the method by which they are presented to the public.

What is true of human faces and figures is equally true of packages. I have seen a giant size face cream jar shown on posters but I didn't care much for the effect. The jar is praiseworthy in its natural form and dimensions, but when increased to the size of a delivery truck it looked about as graceful and charming as that strictly utilitarian object. And it is clear that our more dainty and exquisite packages should never be shown in a greatly enlarged form. It robs them of both their dignity and their charm.

The 24-sheet is a fine medium for merchandise like "gas" or tires, or baking powder or lager beer—for many kinds of merchandise well known to the public, and requiring only the frequent, vivid and graphic "reminder" advertising for which posters are so admirably adapted. But their nature, and the character of the messages they are qualified to deliver, bars them from inclusion among the more favored media for fine toilet articles.

The 1-sheets in railroad stations have always seemed to me to be excellent media for shaving creams, tooth brushes, hair dressings, dentifrices and the like. They show such products—or their packages, rather—in their



full natural colors, and very attractively, and no repellently disproportionate enlargements are necessary.

They have a further advantage in the time element. Although they are not large enough to permit the use of a long message, a short sentence or so can be well displayed, and persons passing them or waiting for their trains have a good opportunity for a more thorough examination, or a longer glance, than can be given to the big posters on street or highway. They have another advantage which we will come to a little later.

The car card is in a class by itself. It is the only mural display advertising which goes along with the observer. Only those passengers who are reading their newspapers or magazines, or who are so deeply immersed in their own concerns that they are oblivious to their surroundings, escape the car card, and the eyes of many passengers go from one card to another, forward and back again, taking in every card within their range of vision. A really clever and attractive car card sticks in the mind a surprisingly long time, and thus has a cumulative and permanent advertising value.

It would seem, then, that station 1-sheets and car cards meet all the requirements of a profitable medium for toiletries of all kinds. They are extensively used for dentifrices, hair preparations, skin preparations, tooth brushes and shaving creams, but are not so generally favored by the advertisers of face creams, powders, rouge and such more intimate types of toilet products.

That fact is not always due to any decided objection to them, but because they are not considered among the really essential media. The man responsible for a



number of years for the advertising and selling of a popular brand of toiletries thus answered the question, "why don't you use car cards?"

"I have always said that I would, as soon as I got around to it, but I never seem to get around to it. A line of goods with national distribution, complete or approximate, feels that a certain amount of magazine advertising comes first. Then there are sections which require newspaper advertising; often the use of roto-gravure on a nation-wide scale is desirable, or the use of big newspapers in key cities where our sales are especially good. Rightly or wrongly, we regard the mediums I have mentioned as absolutely necessary if we are to do any advertising at all, and by the time we appropriate enough money to do a good job in their columns, we find that we have equalled—if not exceeded—the appropriation we meant to spend.

"I may be wrong," he continued, "but I regard our advertising problem as largely an educational one. I feel that we have a real story to tell, and that if we don't get the story over we won't secure the proportion of business we are entitled to. I hope the time will come when the women of the big cities, at least, are sufficiently sold on our products to make 'reminder' advertising, such as street car cards, a logical and profitable method for us to adopt and maintain. But that time hasn't come yet."

Another man, the advertising manager of a very exclusive and swanky line of products, answered the same question in quite another way. "I do not think," he said, "that the car cards reach our market; nor do I believe that such of our customers or possible customers as might see car cards advertising our line



would quite like the idea. I fear that, on the contrary, they would get an impression that we wouldn't like them to have."

I put that statement down, at the time it was made to me, as the expression of a rather snobbish and supercilious attitude; it made me a little weary. Whether it was mere snobbishness, or whether there are any good grounds for it, is perhaps open to debate. The finest kind of merchandise is advertised in the magazines, cheek by jowl with goods of lower quality and less repute. Why discriminate against car cards and not against magazines? And it is far from being true that all the possible buyers of a high class, high priced product ride in their own cars or call a taxi when they go shopping. Especially during the past few years people who have, or once had, or are supposed to have, a great deal of money are regular users of the street cars.

But whatever may be the facts of the case, it is not difficult to imagine many an advertiser of high class goods refusing to use car cards for the reasons given by the man I have quoted.

Car cards advertising cosmetics are not, however, complete strangers in the street cars and the subways. Occasionally one sees cards advertising cosmetics which don't seem to be represented in the magazines or newspapers, and which seem, so far as is known, to rely upon that medium alone.

There are cases where such an advertising policy seems perfectly logical. Let us assume that a manufacturer has a product which has a spotty distribution in a number of cities and towns in various parts of the country. He cannot consistently use the magazines; the newspapers in the towns and cities he wants to reach are too expensive, or represent too much wastage in circulation. The street cars are not very expensive, in most towns and cities; in the big cities he can use half-runs in the lines of cars which carry the most shoppers.

Or, suppose that the manufacturer of a popular priced line secures, through special deals or some inside arrangement, the interested cooperation of a number of big department stores, or down-town drug stores. It is easy to understand how, in such a case, street car advertising might be chosen both for its fitness to the purpose and its economy.

My belief is that a good many beginners who are slowly introducing their products wherever they can wedge them in, should find in car cards a method of advertising within their means, and calculated to win the interest and co-operation of many retail outlets which might otherwise turn the products down or give them scant attention and support. It is not the ideal form of advertising for a young product starting out to make its way in a hard and cruel world, but it is immeasurably better than none.

To sum up, the street car card and the station poster are, generally speaking, in the "reminder" classification. They cannot be expected to do an educational job, but when a product has definitely arrived, when its name and merits are well enough known to a sufficiently large percentage of the public, they can do a wonderful job of reminding.

People who use the street cars are nearly all going to and from work or some business errand, or on a shopping tour. The man who that morning squeezed

the last atom of cream out of his tube might forget—it surely is easy—to get a new supply, if it weren't for that car card staring him in the eye. And if he forgets it at lunch time, on the way home there's that persistent card again, and he stops in the drug store near his home and buys a tube of shaving cream.

The woman on shopping bent is already sold, let us say, on a certain brand of face powder; she might forget both that she needs a new box of powder and that she promised herself that she would try that particular brand—but out pops the package and the name on the opposite side of the car in which she rides.

These reminders sell a tremendous quantity of merchandise in this way. Obviously, they operate 100%—or anywhere near that figure—only when the consumer knows about the product advertised, and is at least partially sold on it. Some women would of course make a mental note of the name of a toiletry they never heard of before, and go straight to the store and buy it, but these are in the minority. Most women are canny buyers, and need to be convinced of merit and money's-worth before they buy.

## Reciprocal Trade Treaties Planned

*(Continued from Page 491)*

Of course, there are many factors entering into these negotiations and it is not expected that they will be concluded in the near future, but too little emphasis has been laid on the importance of manufacturers and distributors following their progress in order to keep themselves informed of potential developments and to prepare themselves for public hearings which must be held on each of the proposed treaties before they are written in a form to be presented to the Senate for ratification.

The treaties each must follow a course already defined by precedent. First, there is a comprehensive study of gains to be obtained and sacrifices to be made in the case of each treaty by experts employed by the Government who consider the proposed treaties solely in the broad terms of economic averages.

The next step includes the holding of hearings, announced well in advance, in order that interested business men may have an opportunity either to present arguments in advocacy or arguments in opposition to the proposed pacts.

Finally comes the writing of the treaties themselves and, at last, submission of each individually to the Senate for ratification.

The effectiveness of the treaties, it is held by many officials including the Secretary of State, will rest partially upon stabilization of international currencies, a conclusion toward which the Administration is working with the hope that this may be achieved in the not distant future.

But whether the treaties come early or late, and regardless of other considerations, their operation has become so integral a part of the broad Administration policy that it appears certain that they are bound to be operative at some time.

Their operation, when they come into being, also may be counted upon to end, at least for a generation the periodic squabbles over tariff rates which have made business in the international field a hazardous occupation for the past two decades.



# Choosing Cartons for Soaps

*Many Factors Should Be Considered  
in Selecting Materials and Designs*

by PAUL I. SMITH



A CARTON may be attractive and cheap, and yet be quite unsuitable for holding high grade soaps and washing compounds. The color may fade on contact with slightly alkaline soaps, or the white board may discolor. In some cases, the carton may even contaminate the soap, that is, affect its color or purity. The manufacturer must consider carefully the chemical and physical suitability of the carton for the detergent products he proposes to pack if he wishes to ensure a high quality and durable package guaranteed not to deteriorate or contaminate his goods. Although the manufacturer of packs may not think it his business to bother about such matters, a little thought should indicate the tremendous sales advantage of studying these points so as to convince the buyer that his particular packs are the best for the job.

Chemically inferior board which contains large proportions of such bodies as, oxycellulose, hydrocellulose, lyncellulose and other non-cellulose bodies which are mostly colloidal forms of carbohydrates or allied derivatives, is unstable and liable to deteriorate when exposed to air, light and heat. Cartons which contain in their make up large amounts of oxycellulose and unstable cel-

lulose compounds are readily attacked by dilute alkalies, and have very strong reducing properties which may be responsible for serious soap discoloration apart from an inevitable fading of colored or brightly printed cartons.

A simple microscopical examination of the carton, or rather fragments of the board used in its construction, will often indicate the nature of the fibrous material used in its manufacture. A skilled observer may be able to determine the proportion of ground wood employed and also the amount of sulfite pulp present. The majority of good soap cartons are made from boards containing a high proportion of bleached sulfite pulp which is exceedingly durable and strong. A carton which may prove satisfactory for a toilet soap may be quite unfitted for packing a household soap or washing powder, and the only safe rule is to choose a carton specially for the particular kind of goods it is going to hold. It is a bad practice to order the same cartons for a number of different products of varying alkalinity and general chemical properties.

The physical properties of the carton need careful  
(Continued on Page 506)





## New Products and Packages

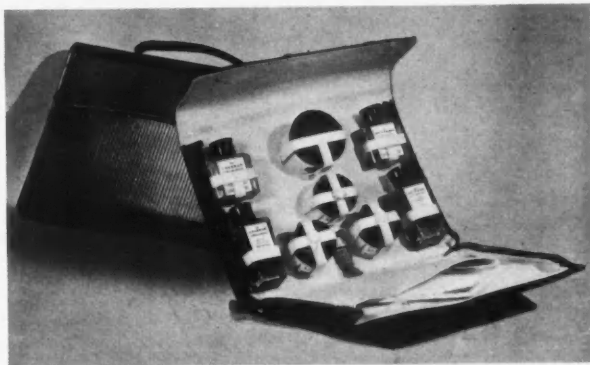
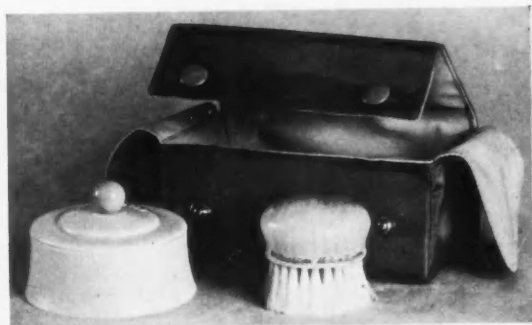
**I**LLUSTRATED this month are a number of products of considerable interest. Yardley has a new metal compact with both one and two lipsticks. Three of the well-known, Ferd Muelhens sets have been rearranged and repackaged. Quality Products of Brooklyn, has a new bottle and label of unusually attractive design. The Luzier cream line is out in new jars with unusual decorated tops adding greatly to their attractiveness.



**T**HE second page of photographs includes the three skin lotions of Guerlain in fine glass with metal closures. Arany presents a travelling case with two creams and a lotion. All have gold finish closures. Beau Monde's brushless shaving cream has a label of unusually interesting design. Kent has designed a travelling case for the very successful "Pre-Facial." The Harper line has been augmented by nail polish and oil polish remover. Kathleen Mary Quinlan is offering a very beautiful travelling set in leather with "zipper" fastening. Finally, there is Norsec toothpaste, a new product in blue and white.







# Editorials

## The American Perfumer and Essential Oil Review

Trade Mark Registered U. S. Patent Office

*The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.*

Vol. XXIX, No. 10

December, 1934

### For Christmas and the New Year

As we grow older, Christmases seem to crowd each other for a place in the calendar, so that we scarce have paid the bills for one feast day when another leaps into view. In many ways it seems only yesterday that we were wishing our friends a Merry (1933) Christmas and a Happy (1934) New Year.

As we look back upon them in the spirit of another Holiday Season, we can truthfully say that the Christmas was merry and the New Year happy. At Christmas last year we had much to look forward to and during 1934 we saw many of our hopes moving toward realization.

This is not the time nor are we in the mood to detail the business gains of last year. But we do see happier faces this year than last. We do hear more cheerful conversation. And Christmas greetings seem heartier and merrier.

We believe that 1935 will be a good year. We believe that more and more people will be busier and busier which means happier and happier. It is our earnest wish that our readers enjoy the best of Christmas merriment and enter the New Year with the joy of fulfilment of 1934's hopes and a happy outlook upon 1935.



### U. S. Completes Business Census

THE Census of American Business has now been completed by the Department of Commerce and summaries are available for those who wish them. This has been an unusual undertaking and it is a pleasure to

report that the work has, on the whole, been well done. As usual, it may be criticised on the ground that not enough information was secured, but this must be taken in conjunction with the fact that ours is, after all, a relatively small industry whose business does not compare in volume with that in many other fields. Also the census was a vast undertaking and to complicate it with too many requests for detail would have postponed its completion until the facts secured were too old to be useful. The very fact that 1933 statistics on wholesale and retail trade are available before the end of 1934 is something of which the bureau may well be proud.

The entire work must be studied in order to gain the maximum of benefit from the compilation. There is space here for only a brief analysis and one or two significant facts for the manufacturer of drugs and toilet preparations. Wholesale trade in 1933 amounted to \$32,030,504,000, a very sizable figure until placed along side of the \$68,950,108,000 of 1929. This decline of 53.6 per cent is especially significant when considered along with the decline of 49 per cent in retail sales during the same period. Is more business going through other than wholesale hands? Are the wholesalers failing to perform their functions as well as in the past? Is co-operative purchasing on the increase? Are more large buyers being taken care of direct?

The statistics for retail drug stores and wholesale drug establishments obviously cannot be compared. By no means all of the merchandise sold through the modern retail drug outlet comes from the drug wholesaler or forms any logical part of his business. As an indicator, however, it may be said that sales of retail drug stores were 37 per cent lower in 1933 than in 1929 in spite of the fact that the number of establishments was practically the same in both years. Wholesale druggists' sales dropped 39.3 per cent in the same period with a decline of 13 per cent in number of establishments.

We have heard much of the weakness of the wholesale drug situation in recent years, especially as pertaining to toilet articles. Not only has the subject been discussed at length but action has been taken by some important houses to eliminate the wholesaler entirely from their merchandising plans. Many reasons have been advanced for this but one which has been

## OUR ADVERTISERS

FRITZSCHE BROTHERS, INC.

New York, N. Y.

AMERICAN PERFUMER AND ESSENTIAL  
OIL REVIEW

432 Fourth Ave., New York City.

GENTLEMEN: With pleasure we enclose renewal of our advertising contract with you. We would not be inclined to buy advertising space year after year in the same publication, if we did not feel we were getting commensurate value. This renewal, therefore, is perhaps the best expression of opinion we could make as to the results we get from THE AMERICAN PERFUMER.

Very truly yours,

FRITZSCHE BROTHERS, INC.,

A. D. ARMSTRONG, Secretary.

overlooked seems to be disclosed in the census report.

In all wholesale establishments in the United States, total expenses amounted to 11.5 per cent of sales in 1933. Among drug wholesalers this ratio was 17.3 per cent. Only a few other groups, notably jewelry, hardware and machinery had a higher ratio of expense to sales and these were generally in slow moving goods where a higher ratio was to be expected. Can anything be done about this?

We hope that these reports of the wholesale and retail trade census will be studied as they deserve to be. There are too many illuminating facts in them to permit them to take the course of many government bulletins. Almost any fact about more than 1,500,000 retail stores is likely to be interesting. Almost any detail of the business of 164,000 wholesalers is likely to be worth reading. And many of these facts may tell the manufacturer exactly what he has been wondering about in connection with his own business.

### The Holiday Trade and After

A LITTLE more than 13½ per cent of the year's business in toilet preparations is done during December. This means that December business in these goods is almost double that of any other month. This year, both observation and the reports of the manufacturers has told us that preparations for the holiday trade run well ahead of this percentage of 1934's business. Early reports from the department stores have shown that this was moving much as had been anticipated, indicating a Christmas well ahead of that of last year and probably ahead of the year before as well.

Encouraging as these reports undoubtedly are, it is

likewise a fact that the regular lines, not holiday merchandise, have been to some extent neglected by buyers and also by sellers during the last month or two. The result is that, even in the larger outlets, stocks of regular goods are lower than they have been in a long while, and in many instances far lower than they should be. This ought to be good for business right after the holidays, a time when things are usually very dull.

Long ago we said that, aside from the Christmas trade, this was *in no sense a seasonal business*. Perhaps it can be made still less a seasonal business by giving some judicious thought to regular lines and also to what remains of holiday goods. There will be some returns of this merchandise, more will remain on dealers' shelves, and perhaps most of it will eventually sell at prices which do the makers' lines no good. It should not be too difficult to solve this problem which is sure to trouble the trade during the next two months.

Without offering definite solutions, could there not be some arrangement for breaking holiday sets after a certain date? Could new distinctive outer wrappers be provided for some of the other Winter holidays, notably St. Valentine's Day and St. Patrick's Day. Could holiday merchandise forego a little of the holiday atmosphere concentrating more along the lines of special gift merchandise without regard to season? Are there not other methods which could be employed in flattening out the peak of Christmas to some extent and at the same time avoiding the post-holiday headaches? We hope our readers will offer suggestions and in spite of our aversion to prize contests, we are almost tempted to offer a reward for the best ones.

### The Christmas Rush

WHILE on the subject of holiday packages, may we not congratulate the trade and the retailers on the volume of business which they are doing. Hardly ever have we seen the stores more crowded with buyers in New York and reports from other cities are equally encouraging. Of even greater significance is the fact that it is not the "cheap" products which seem to appeal most to the throng. Expensive perfumes and costly toilet goods are selling even more readily. It seems obvious that this rush will not only make for an excellent December sales sheet but that by its very volume, it will mean heavier than usual business immediately after the first of the year. There is more to Christmas than the troublesome holiday package after all.

### A Difference

There is a big difference between a man who does what he says, and one who says what he does.

# Modernizing The Plant

*Progress in Recent Years Has Adapted  
Many Machines from Other Lines*

by RALPH H. AUCH, A.B., Ch.E.



HOMOGENIZER FOR CREAMS FIRST USED IN  
DAIRY INDUSTRY



A PRINTING INK MILL NOW WIDELY USED IN TOILET GOODS

THESE United States are repeatedly referred to as being in the throes of technological unemployment. If this be true, the toilet preparation industry can boast and its critics can accuse it of contributing little if at all to this state of affairs. It is true that the toilet preparation industry has not stood still, but its progress is not at all comparable to that of the bottle, label, closure and other industries that serve it, for example.

Over nine years have elapsed since this writer last expressed his best thought in these columns on modernizing toilet goods manufacture. Few have written and then only in generalities on this subject in the intervening years. The subject then appears worthy of discussion particularly at this time.

The large manufacturer in addition to drawing upon the experience of his technical staff may employ the services of consultants as occasion arises. Then, too, when he contemplates modernizing his plant, his machinery and equipment purchases are usually so large that the manufacturers of the equipment and their sales representatives vie with one another in making available all that is known about the subject at hand. In this industry, for every large manufacturer there is a score or more

of small ones and it is to the latter group particularly that the following paragraphs are directed.

Before dismissing the minority, the small group of relatively large fry, two suggestions are offered. If he thinks he is so efficient and that his plant represents the last word in modernization and efficiency he may find something of value elementary though this discussion admittedly is.

Let him go to the nearest dime store for inspection of the toilet goods counter. He doubtless will be astounded at the neatness, attractiveness and good taste of the packages generally, and the quality of the component parts such as containers, labels, carton board, etc. Then, if he will, let him purchase a number of them and take them to his own laboratory for close inspection and analysis. The



quality of the contents and of the odor employed will doubtless prove a revelation.

Let him ponder what he has observed and bear in mind that some manufacturer or another is producing these toilet goods at \$9.00 per gross or less and almost without exception at a profit. Finally, let him ask himself if his own organization could produce similar goods at a profit at this price even striking off all advertising, selling and merchandising expense.

Or, let him take one or another of his pet products, his masterpiece for instance, and submit it to one or more private label manufacturers for quotation. He should confine his requests for quotations to the larger, reliable and financially responsible private label houses; those profitably in business who know their costs and base their quotations on same. The figure so obtained compared with his own production cost may shock him into consciousness of his shortcomings in production efficiency.

Now, Mr. Private Label Manufacturer take no offense, for your time and trouble of figuring costs and submitting quotations may net you his business if he finds himself hopelessly out of line. This will be especially true if his thought trend and capabilities are along merchandising, sales and advertising lines anyway, in which case he may turn his production cares and worries over to you in toto.

### Timeliness of Modernizing

Production efficiency or lack of it does not ordinarily mean the difference between profit and loss in this industry, which possibly is one reason why it is so sadly neglected. However, now, on the eve of the upturn in business generally and in luxury goods such as cosmetics in particular, appears to be the proper time to modernize.

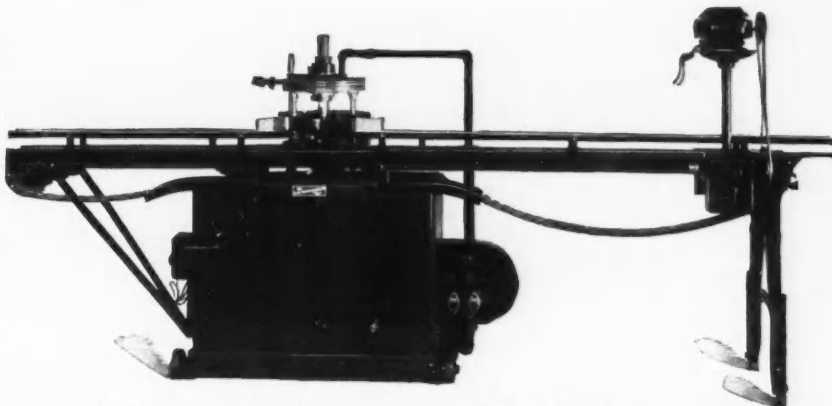
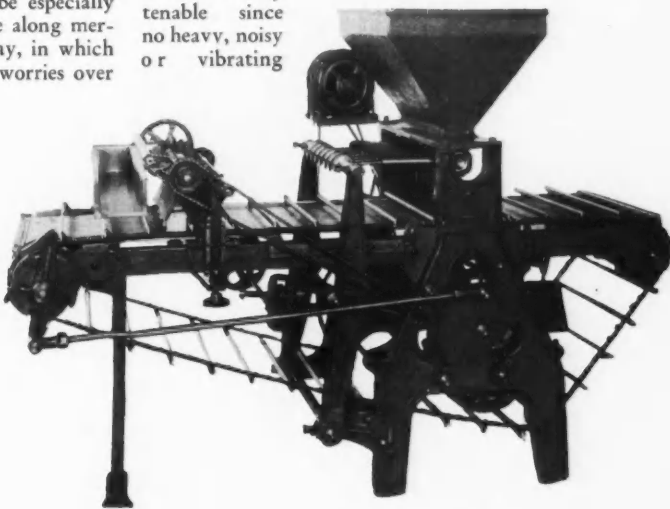
Retail prices on nationally advertised merchandise are declining. Scarcely a week goes by without the announcement of a downward price revision, both retail and jobbing, and the end is not yet in sight. A long stinted budget has made milady more price conscious and she has developed a better value perception than she ever before possessed. With all this, and even more and greater taxation, production efficiency may yet come into its own in this industry even as it has in every other industry making either consumer or capital goods.

To all who look upon the task of modernizing as a formidable one let them be assured it is not a constantly recurring job like their merchandising and advertising efforts. In fact, it is simplicity

itself compared to auto building, carpet weaving or shoe manufacturing to cite an example or two of intricate manufacture.

To the average small manufacturer in rented quarters in a mill or loft building the advice is almost invariably—stay right there. To any retail merchant or beautician a good front in the best neighborhood with his name emblazoned over the door is an invaluable asset, while to the average toilet goods manufacturer, large or small, it usually becomes a headache sooner or later. In fact, the only function the last word in fine construction performs is to gratify the chief executive's or the management's ego. Too small, it cramps one's style; too large, it is a drain on profits, if not on assets, in these times. In rented quarters additional floor space may usually be had as and if needed. It has no advertising value since consumers do not see it to be impressed by it. The same outlay can be used to better advantage for labor saving equipment, working capital, printer's ink and radio time.

The commonest loft of mill construction may be made wholly tenable since no heavy, noisy or vibrating



TWO TYPES OF FILLERS ADAPTED FROM OTHER INDUSTRIES

machinery which necessitates special construction, is required in this industry. Then, too, no heavy, bulky or hazardous inventory of raw or finished materials is carried and no dangerous operations carried on requiring isolation.

To the average manufacturer considering renting more modern, more conveniently located and larger quarters, the advice is to go slow. First, make sure by a careful, impartial and thorough survey that the present quarters are hopelessly outgrown and antiquated. And become convinced that no reasonable amount of planning rearranging, fresh paint and new lighting fixtures will make the quarters comfortable for operators and adequate for the continued successful conduct of the business.

To the average manufacturer in a state of indecision as to the advisability of rearranging his production area, his raw stock and shipping rooms and even his office, the advice invariably is that he can't possibly go wrong. This assumes, of course, a reasonable degree of intelligent planning and painstaking, thorough execution of the plan.

### Choice of New Machinery and Equipment

Illustration and descriptions of machinery in manufacturers' catalogs, ads in trade magazines and the like are frequently misleading to the layman as they are prepared to appeal to the technically trained. Accordingly, the time devoted to watching machines under consideration in actual operation in other plants, even though a reasonable amount of travel is involved, is time well spent.

Since this is such a relatively small industry, the incentive to machinery manufacturers to provide the last word in modern, efficient, trouble-proof equipment is lacking. However, these manufacturers are going in more and more for necessary research and experimental work. Before concluding that there is no machine available to perform any given operation and that hand work must be continued, it is well to look to other lines. Machinery has sometimes been adopted or adapted from the rubber, paint, soap, canning, chocolate and confectionery, milling and baking, dairy and beverage industries, with entire satisfaction.

In fact, it is better to draft a machine from another industry than it is to purchase and install a machine simply because a competitor uses one. Unless one is taken behind the scenes, it is a gamble whether or not it is well or ill-suited to the work at hand.

Some advantages attend the use of a single driving motor, but it, of necessity, is heavier and involves the use of belts and line shafts. This means greater hazard to employees, i.e., a heavy drive may injure an employee while a small light one may break or stall which is reason enough for standardizing on individual unit motor drives.

If the cost of completely modernizing the plant is prohibitive or is in excess of the budget available, the plan can be executed piece-meal. A time study may be made of the hand operations and those performed on obsolete equipment. Claimed production speeds for the various contemplated machines may be reduced to cost figures and compared to the cost figures obtained in the time study. Thus that equipment promising greatest saving may be installed first.

Often the machine capacity is in excess of that required for a single product. Frequently, with the aid of a few attachments or a little auxiliary equipment, it can be utilized for two or even more products, if they are properly scheduled and in carefully planned quantities. For example, shaving cream, tooth paste, pure food colors, shoe cream, tube bluing, white shoe dressing, etc., are being handled on a single tube filling and closing unit. Thus, its installation is justified, its cost is distributed and the continuous operation will return the initial outlay in a shorter time.

The only care that should be taken when the modernization has to be done piece-meal, is that the layout should anticipate the ultimate installation of all the units. Thus the equipment installed will dovetail with that to be secured later and function as an entity as and when installed.

When the machines are ordered, the manufacturer should be requested to furnish (submitting bill for same, of course) a set of repair parts of all those he has found most likely to require replacement. This small extra outlay will save much delay and annoyance from time to time as wear develops and breakage occurs. In fact, it is low cost, "shut-down" insurance.

On receipt of the machinery or equipment, if it is not too heavy or difficult of assembly, it should be set up and operated out of sight and hearing of employees. Any difficulty may there be overcome, proper adjustment be made and in those rare instances when it proves unsuitable, it can be returned to the maker without affording the regular workers an opportunity to criticize and condemn.

No machinery should be fixed to the floor when first installed unless it vibrates badly or is top heavy and likely to fall. Frequently, it is necessary to make little changes in position or height. The height of every machine is important and sometimes the stool of the operator can be raised or lowered to suit it. More frequently, if not properly mounted, it may entail a tiresome, cramped or awkward position for the attendant. Every opportunity should be taken to sell the factory employees the new layout and equipment. They instinctively rebel at any major change, particularly since "labor saving" equipment means "fear of loss of position" to many of them.

Here is a convenient point to discuss piece rates, wage incentives and personnel management in general. However, comparatively unskilled and semi-skilled labor makes up the bulk of the labor employed in this industry. And this is a "buyer's" labor market anyway, so the effect of modernization on personnel will not be discussed.

The installments to follow will take up the proper equipment and layout for logical, straight line sequence of operations handling the four classes of cosmetics namely, liquids, powders, pastes and creams from a production point of view. To avoid confusion, a paste is defined for purposes of discussion as a material that must be handled in the cold in a semi-solid state such as a dentifrice, while a cream is defined as a material that can be handled at elevated temperature in a semi-fluid state such as cold and cleansing creams.

J. O. Van Winkle, a chemical engineer with years of experience in the manufacture of toilet preparations and food specialties, will collaborate in the discussion of the above four major classes of products.



# Permanent Waving Preparations

by M. G. de NAVARRE

**H**AIR waving is as old as mankind. Only the method of waving has changed to any degree. In this article, permanent wave solutions and their mode of action will be discussed. In a succeeding article, other waving preparations will be mentioned.



Hair can be waved by any of several ways. In one method, mucilaginous solutions are used, which hold the hair in place while it dries. Then there is the more common method of using curlers, combs and such mechanical devices. Another way to curl hair is with the marcel iron, though it is similar to the method just mentioned. Finally there is the permanent wave, which lasts about six months depending on the hair and the skill of the operator of the permanent wave machine.

Nessler invented the permanent wave about 1905. A true scientist, he continued experimenting after his discovery, and it is to his initiative that a great deal of present day knowledge of hair and permanent waving is due. Nessler<sup>1</sup> divided hair into ten classes, depending on its elasticity. He found that elasticity is directly proportional to the amount of standard alkali solution hair will absorb under standard conditions. He further showed that the strength of alkali necessary to wave hair was inversely proportional to the elasticity or its ability to absorb. Thus, hair that has a great elasticity (therefore a great affinity for water) needs a less concentrated alkali solution to produce a lasting wave.

Dry hair stretches about 30% of its length without rupture. Hair wetted with cold water will stretch about twice as far. Hair treated with steam will stretch about three times as far as dry hair. Practically speaking however, hair can be stretched about two times as far in steam *with safety*. After stretching, hair returns to its original length, so long as it is kept wet. Obviously then, it is important to stretch hair in the moist condition and dry it before allowing it to return to its original length.

A question commonly asked is: How much alkali must a permanent wave solution contain to be effective? Schnitzler<sup>2</sup> claims that a preparation containing less than 5% alkali is valueless for permanent waving in a machine. Doubleday<sup>3</sup> says that a solution containing less than 7% alkali cannot be classified as a waving fluid for the permanent wave machine. Nessler<sup>4</sup> main-

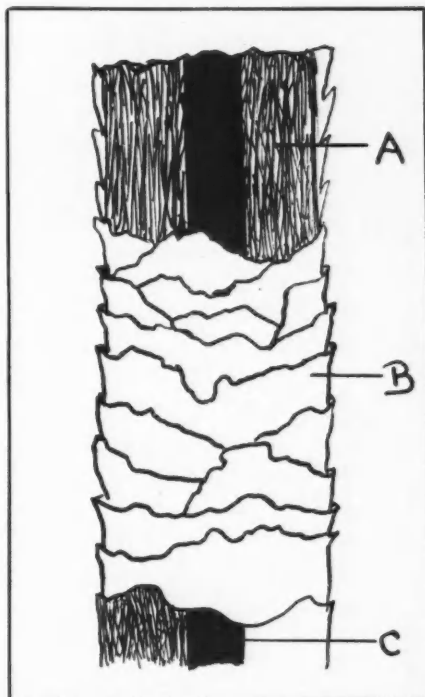


FIG. 1. A—CORTEX. B—CUTICLE. C—MEDULLA

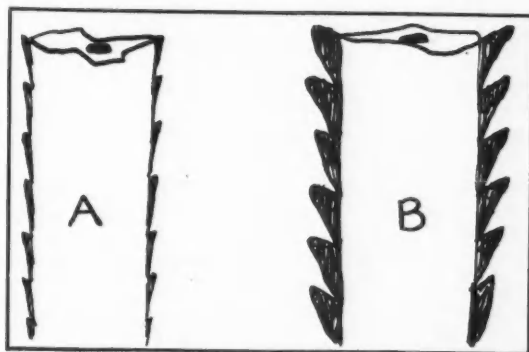


FIG. 2. A—BEFORE STEAMING. B—AFTER STEAMING

tains that as little as 1% alkali will give a permanent wave where the hair has an absorption of 100%. By Nessler's method 97% of all hair can be classified in advance, and the strength of alkali thus determined for each individual. Thus hair with an absorption capacity of 20% needs a 9% alkali, etc.

## Action of Water and Alkalis

Hair is essentially keratin, pigmented with melanin and a lipochrome. The pigments proper have nothing to do with the wave. The *cuticle* or outer scale (see Figure 1) forms an imbricated design around the shaft. During the waving process, this cuticle must be loosened so that the alkali can reach the *cortex*, where the actual

<sup>1</sup> *The Story of Hair*, Charles Nessler, New York, 1928.

<sup>2</sup> Schnitzler, *Seifensieder Zeit.* Nos. 27, 28, 29 & 30, 1932.

<sup>3</sup> Doubleday, *Chemist & Druggist*, Feb. 10, 1934.

<sup>4</sup> Nessler, *Text Book for Permanent Waving*, New York, 1926.

waving takes place. (See Figure II on the preceding page.)

According to Shakour<sup>5</sup> internal transformation of molecules takes place when hair is stretched 30%, the closed chain polypeptids taking the open chain configuration, after the hair has been wound on the spindle or curler. Now the alkali goes through the open cuticle breaking down amino acid residues, which according to Peddlar,<sup>6</sup> form a bridge or link between the polypeptid chains. It is important to break down a sufficient number of these polypeptid chains or the wave produced will not last. Steaming the hair together with the action of the alkali solution causes this breakdown.

### Choice of Alkalis

Two types of alkalis are used in permanent waving solutions, fixed and volatile alkalis. Volatile alkalis evaporate or break down during the process, such as do ammonia and ammonium carbonate. Fixed alkalis are those that do not. To this group belong sodium carbonate, sodium bicarbonate, potassium carbonate, borax, soap and others.

Quite some controversy is manifest about the proper choice of alkalis. It is true that fixed alkalis leave a deposit on the hair. But a volatile alkali is sometimes objectionable from the customers point of view. We, however, favor a mixture of fixed and volatile alkalis for efficiency.

A volatile alkali such as ammonia, and when we say ammonia we mean ammonia water, evaporates during the waving process and at the same time is very valuable in fixing the wave by its action on the cortex. It is readily apparent that such an alkali is ideal. To offset the pyridic odor of ammonia, ammonium carbonate is sometimes used.

### Other Constituents

Keratin degradation products have been recently used in permanent waving solutions. One patent describes a solution made by dissolving 50 parts of degraded keratin in 300 parts of concentrated ammonia water and 300 parts of alcohol. This stock solution diluted several times before use.

A French patent (No. 746,974) describes the use of linseed oil and sodium sulfite in a mixture for permanent waving. The inventors claim that these ingredients leave the hair soft and pliable.

Other ingredients described in patents and technical journals are ammonium chloride, various reducing agents, cholesterol, waxes, oils and sulfonated products.

### Permanent Wave Oils

For the most part these preparations are misnomers. However, some real permanent wave oils are used for their favorable effect on the wave. Schnitzler<sup>2</sup> describes the following combination:

Rapeseed oil	50 parts
Hazel nut oil	30 parts
Ethereal oil	5 parts

<sup>5</sup> Shakour, *American Hairdresser*, 11, 1933.

<sup>6</sup> Peddlar, *American Hairdresser* 9, 1934.

Schnitzler maintains that mineral oils used for this purpose only spoil the wave, and so are not recommended. Turkey red oil, or what is commonly known as sulfonated oil up to 20% solutions is also useful.

Some so called permanent wave oils are only solutions of quince slime with or without alkalis. Others are concentrated solutions of alkalis, giving the semblance of an oil.

The formula above mentioned is recommended for use after the hair has been baked on the waving machine, and subsequently washed out if desired.

### Formulation Suggestions

Numerous formulas suggest the use of glycerine, but because of its hygroscopic nature, we do not recommend it.

Sulfonated oils are useful in the ordinary solutions, in which they produce a milkiness.

Ammonia solutions cannot be used on dyed hair, but other alkalis can be used, together with reducing agents.

The following basic recipe will be valuable:

Ammonia Water Sp.Gr.O.880	35
Borax	5
Water q.s.	100

Any of the other alkalis can replace the borax. For a preparation containing less ammonia the strong ammonia water can be replaced by ammonium carbonate. For a variation, sulfonated oils can be added to produce an emulsified preparation. When liquid soap is used in place of borax in this formula, the ratio should be increased from 10 to 20 parts, or so.

### Concentrated Solutions

Various concentrated solutions can be made in which the amount of fixed alkali is usually greatly increased rather than the quantity of volatile alkali. In such cases potassium carbonate and borax are the most popular.

It is suggested that manufacturers of permanent wave solutions acquaint themselves with the works of Nessler, thus being in a better position to suggest dilutions for use on the different types of hair encountered in the beauty shop.

### Conclusion

We have discussed the theories of contemporaries on permanent waving, thus giving some insight on the workings of the permanent wave solutions when applied to hair with heat. We have discussed the value of the different alkalis with the conclusion that a mixture is probably best. We suggest a formula for a permanent wave oil described by a foreign observer. We recommend one formula as basic, rather than a variety that would confuse. This formula can be modified in many ways to arrive at the different types of solutions that may be desired. We finally suggest that manufacturers of such preparations acquaint themselves with the works of Nessler to be in better position to advise beauty operators how to dilute standard stock solutions prior to use.

# Synthetic Flavoring Materials

by H. STANLEY REDGROVE, B.Sc., F.I.C., F.R.H.S.

Author of "Spices and Condiments", and Other Works



IN Great Britain, it is customary for manufacturers of flavoring essences to classify their products into three main groups. Group A comprises simple essences of the fruit or other material under whose name the essence is sold, without added flavoring material. Group B comprises compounded essences, made from natural products

only; and Group C comprises essences containing synthetic flavoring materials.

Flavoring essences falling in the third group are not necessarily or usually entirely synthetic in character. They may contain some flavoring material extracted from the fruit whose name they bear, fortified by the addition of synthetic products; or a synthetic product may be rounded off by the addition of an essential oil whose flavor blends nicely with those of the synthetic constituents.

The synthetic materials employed are oxygenated carbon compounds, mostly alcohols, aldehydes and esters. Although ionone is employed for the production of the violet flavor, ketones are, speaking generally, little employed; and, indeed, their use is inadvisable, owing to the toxic character of most bodies belonging to this group of substances.

Many formulae for flavoring essences have been published containing substances so alien in character from the constituents of essential oils as chloroform and ethyl nitrite. It is doubtful, however, how far, if at all, these most unsuitable and deleterious substances are used in actual practice.

It seems probable that esters, and more particularly esters of fatty saturated monohydric alcohols and fatty saturated monobasic carboxylic acids, are the chief constituents of many natural fruit flavors; and these substances, synthetically prepared, are among the most important of those used in the fabrication of artificial fruit essences.

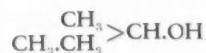
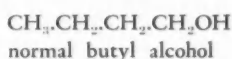
A fatty saturated monohydric alcohol has the formula  $R.OH$ , and a fatty saturated monobasic carboxylic acid has the formula  $R'.COOH$ , where  $R$  and  $R'$  each represent any chain of carbon atoms, all of whose remaining valencies are satisfied with hydrogen atoms.

Condensation of one with the other, water being eliminated, results in the production of an ester,  $R'.COOR$ .

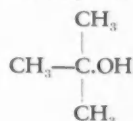
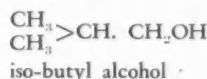
As, theoretically, any alcohol can be condensed with any acid, it will be realized that the possible number of esters is very large; and, indeed, a fairly considerable number are available in commerce and are used in the flavoring essence industry.

Moreover, the number is much increased owing to isomerism. That is to say, the alcohol chain and/or the acid chain of carbon atoms may be straight, in which case the alcohol and/or acid is known as *normal*, or the chain may be branched in one or more ways, providing the number of carbon atoms are sufficient.

Thus, there are four distinct butyl alcohols having the formula  $C_4H_9OH$ , distinguished as normal butyl alcohol, isobutyl alcohol, methyl ethyl carbinol and trimethyl carbinol. The reason for the existence of four such alcohols is clearly shown by the structural formulae given below.



Methyl ethyl carbinol  
(or secondary butyl alcohol)



trimethyl carbinol  
(or tertiary butyl alcohol)

If we compare two esters made from isomeric alcohols and the same acid, or from the same alcohol but isomeric acids, we shall note certain likenesses in their

## Nomenclature of Fatty Saturated Monohydric Alcohols and Fatty Saturated Monobasic Carboxylic Acids

Total No. of C atoms	General Formula	ALCOHOLS		ACIDS	
		Name	General Formula	Name	
1	$CH_3OH$	Methyl Alcohol	$H.COOH$	Formic Acid	
2	$C_2H_5OH$	Ethyl Alcohol	$CH_3.COOH$	Acetic Acid	
3	$C_3H_7OH$	Propyl Alcohol	$C_2H_5.COOH$	Propionic Acid	
4	$C_4H_9OH$	Butyl Alcohol	$C_3H_7.COOH$	Butyric Acid	
5	$C_5H_{11}OH$	Amyl Alcohol	$C_4H_9.COOH$	Valeric or Valerianic Acid	
6	$C_6H_{13}OH$	Hexyl Alcohol	$C_5H_{11}.COOH$	Hexylic Acid (Caproic Acid)	
7	$C_7H_{15}OH$	Heptyl Alcohol	$C_6H_{13}.COOH$	Heptylic Acid (Enanthic Acid)	
8	$C_8H_{17}OH$	Octyl Alcohol	$C_7H_{15}.COOH$	Octylic Acid (Caprylic Acid)	
9	$C_9H_{19}OH$	Nonyl Alcohol	$C_8H_{17}.COOH$	Nonylic Acid (Pelargonic Acid)	
10	$C_{10}H_{21}OH$	Decyl Alcohol	$C_9H_{19}.COOH$	Decylic Acid (Capric Acid)	

The names of acids given in brackets are applied only to the *normal* acids.

physical properties. But their flavors are rarely, if ever, exactly the same; and a change over from one to another in a flavoring essence formula will usually make itself felt in the resulting product.

In some cases, it is not always practicable for manufacturers of synthetic materials to employ alcohols or acids which are free from isomeric impurities. Hence the resulting esters are actually mixtures. Thus, most amyl esters met with in commerce are mixtures in which iso-amyl esters predominate; while valerates are usually iso-valerates.

As the nomenclature of the fatty esters is a little confusing, the table on the preceding page is included for the benefit of readers.

### Formates

The formates (esters of formic acid) tend to be very volatile and have rather harsh odors. The most interesting are the ethyl ester, which has an odor somewhat like that of chloroform but of a more fruity character; the normal-butyl ester whose aroma vaguely suggests raspberries; and the iso-amyl ester which is of first-rate importance as a constituent of apple flavors.

### Acetates

The aromas of the esters of acetic acid are less strident than those of the corresponding formates, but careful blending is necessary to make acetates really palatable. Ethyl acetate has an odor which suggests that of cherries; while that of the normal-butyl ester suggests pears, but is decidedly harsh. The iso-butyl ester has a more agreeable pear-like aroma, in which a raspberry note enters; while the aroma of the iso-amyl ester suggests pears and bananas. The last is a substance whose employment calls for discretion; but it is decidedly useful in building up synthetic apple flavors, as well as synthetic pear and banana flavors. Octyl acetate is remarkable for its raspberry-like aroma.

### Propionates

The esters of propionic acid appear to be of relatively little use as flavoring materials.

### Butyrates

Methyl butyrate has been described as having the aroma of pineapples; but the resemblance is a poor one. Ethyl butyrate is of more practical interest, and the pineapple note is particularly well developed in the butyl esters, iso-butyl butyrate having a softer and pleasanter aroma than the normal butyl ester. The iso-amyl ester has a very fine aroma, suggestive of both apricots and strawberries. In addition to flavoring essences of these types, it is employed in the fabrication of artificial pineapple and raspberry essences.

### Valerates

Although no valerates appear to be present in the essential oil of apples, both the iso-butyl and iso-amyl esters have apple-like aromas. The latter is particularly good, in spite of the presence of a banana-like note;

and the substance is sometimes sold under the name of "apple oil". The ethyl ester has a peculiar fruity and birch-like aroma, which makes it of use in certain combinations.

### Higher Esters

Some of the esters of the higher fatty acids are of great interest and value. Iso-amyl caproate and caprylate are used in making synthetic apple essences of a naturalistic type. Ethyl oenanthate is very fragrant, having a definitely vinous aroma; while ethyl pelargonate, which incidentally is relatively expensive, has a delicious aroma which recalls pineapples and roses.

Among other synthetic materials used for the production of fruit flavors, two call for special mention, owing to their peculiar interest. One is the ethyl ester of methyl-phenyl-glycidic acid, commonly marketed under the ridiculous appellation of "aldehyde C16", which has a remarkable strawberry-like odor, while the other is the gamma lactone of undecylic acid, commonly marketed under the ridiculous name of "aldehyde C14", which has a aroma remarkably like that of peaches. It should be noted that the absurd system of nomenclature represented by the trade names applied to these two valuable synthetics has been extended to include a so-called "aldehyde C18", which is a compound having a coconut-like aroma, and a so-called "aldehyde C20" which is a compound having the flavor of raspberries.

### Choosing Cartons for Soaps

(Continued from Page 495)

consideration by the manufacturer, thus specific strength, breaking length, absorbency, bursting strain, folding resistance, specific gravity, porosity and handle are factors of great importance. Usually lightness of the carton is a factor which too frequently influences sales, and of course from the standpoint of economy and ease of handling this property is very necessary, but it is obviously unwise to use a board made entirely of cheap and exceedingly light ground wood which quickly deteriorates and becomes unshapely in use.

### Purity of the Carton

Boards for commercial cartons may contain excessive amounts of common loading materials such as, china clay, calcium sulfate, barium sulfate, etc. Normally these additives are not likely to affect soap, but they may cause colored soaps to become spotty and unpleasant looking, or white soaps to look dirty. Free acid from sulfite pulp is undesirable as it may also spoil the appearance of a good and expensive soap.

It is possible to determine the presence and to estimate the percentage of inorganic materials present in the board. As regards acidity, the most accurate method necessitates the use of the electrometric apparatus for the determination of the pH, but it is possible to gain useful data from tests with indicators such as, methyl orange and congo red.

Sizing agents, starch, rosin, gelatin, casein, etc., are not likely to cause trouble unless the board is unevenly coated, then there is always present the danger of the



soap becoming contaminated with tained or grossly impure organic matter, and possibly objectional organisms growing on the organic matter.

### Permanency of Coloring Matters

The coloring matters present in the board should be completely unaffected by contact with dilute alkalis, they should also be non-toxic so that if some of the color rubs on to the soaps there is no fear of skin trouble arising from use of the soap. All dyes used in the coloring of boards for cartons need to be fast to light and wet and dry rubbing.

C. M. Knight (*Boxmakers' Journal and Packaging Review*, April, 1933) comments as follows: "The permanence of the colors should always be examined before using the cartons, as often these have to stand for several days in window or counter displays. An instrument can be obtained in which the fading can be made to take place more rapidly than by exposure to sunshine. This employs a carbon arc, which produces a mixture of light and ultra-violet rays. A large proportion of the latter are prevented from reaching the specimens by the glass surrounding the arc, so that the fading is much more comparable to that of daylight than if a mercury arc were used. It is even a simpler matter to show whether a color is alkali resisting; a dilute solution of caustic soda is brushed over a small area and examined after a few minutes. This test is necessary in making soap cartons, for which yellow board is a popular choice."

Fixation of color is most important, incompletely fixed dyes will often discolor the soap and give the impression that it is faulty or made from inferior raw materials. Some cartons reveal a number of tiny colored specks of dye which soon rub off on to the soap.

### Summary

Cartons which are liable to deteriorate may owe their instability to the presence of incidental residues or impurities introduced during the manufacture of the boards, or present in the raw materials, or else to the chemical inferiority of the actual basic materials, oxy-cellulose, hydrocellulose, ligno-cellulose, hemicellulose, etc. Physical deterioration usually follows chemical deterioration or weakening of the fibres, and the latter may of course be facilitated by contact with alkalis. The essentials of good soap cartons may be conveniently tabulated as follows:

1. The board used in the construction of the cartons should contain sulfite pulp which materially adds to the strength and durability of the board.
2. The board should be physically and chemically suitable for the particular form of detergent to be packed.
3. The cartons should not contaminate the soap with impurities present in the board.
3. The soap should not in any way alter the color or printing on the board, and the coloring matters used should in all cases be able to stand up to weak alkali attack without fading.
4. All dyes and pigments used in the coloring and printing should be fast to wet and dry rubbing, and also non-fading.

## COSMETIC FOLLIES

*Discovered at*  
**The Toilet Goods Counter**

### Suggestive Selling Builds Sales

There is a druggist on Broadway who does not make the most of his cosmetic sales because he is not thoroughly acquainted with the cosmetics displayed attractively on his shelves and in the display cases. Here is a conversation I overheard just recently:

Customer: I want a jar of cleansing cream but—don't try to sell me "Earnest's" brand—I simply won't take it. I want a dollar size but I want something for my money, not a small jar that will only last me a few weeks.

Druggist (hesitatingly): Have you ever tried this cream—"Klean's?"

The customer looked at him waiting to listen to further comment, but he did not venture into a sales talk simply because he didn't know the selling points of this cream, even though he had plenty of literature on hand. The customer walked out without making a purchase because he didn't "know his cleansing creams".

Here is an illustration of one sale that was lost and several dollars of repeat orders—to boot. It would have been a simple sale, as there really is nothing very complicated in selling cleansing creams. The quality, the texture, and a simple treatment of applying and removing would have made the sale in less than five minutes, with possibly a sale of cleansing tissues.

And there is the druggist who does not know his lipstick stock. I watched a middle-aged well dressed woman approach a druggist in a popular priced drug store—where lipsticks are displayed in unusual quantities. But to this woman, apparently this group of alluring display was of no aid in making a selection. She asked, "Which lipstick shade do you think I ought to buy?" The druggist bluntly replied, "Oh, medium, I guess will do."

Instead of suggesting medium, he could have suggested a becoming shade for evening wear and a more subdued shade for day wear, thus making two sales in place of one. A display of flattering eye-shadow and mascara was noticed near the lipsticks but the druggist made no attempt to suggest other makeup accessories. If he thinks manufacturers are keeping their selling points a secret, he is denying himself profits!

Clever suggestive selling of corrective aids will be most deeply welcomed by every woman. Especially this coming season, the dry skin annoyances of peeling, chapping, redness and roughness mean extra sales to the druggist. Why not suggest a complete hand treatment for that chapping condition? A hand lotion for day use and a hand cream to be used before retiring.

I can not recall any druggist ever at any time suggesting a hair treatment in connection with my purchasing shampoo. Almost any woman can use a good hair tonic if it is presented to her properly.

And once women customers have confidence in a retailer, they come back.

# Selling Through the Beauty Shop

*Distribution of Toilet Goods in These Outlets Can Be Handled*

*by Manufacturers Who Adequately Study This Market*

SOME manufacturers of perfumes and toilet preparations have had, or profess to have had, great success in distributing their products through the beauty shops. Others, lured by the prospects of easy and profitable sales through outlets which seem to be logical, have experimented with this phase of distribution with more or less disastrous results. A very limited number have been able to attain excellent distribution at apparently profitable figures through wholly owned chains of these establishments or through outlets closely affiliated to themselves in one way or another. Others, seeing these successes, have attempted to operate along the same lines, but without corresponding encouraging results.

Some manufacturers, discouraged by their want of success or by heavy actual losses in beauty shop distribution, have reluctantly come to the conclusion that "there must be some trick to it," and have abandoned the field with no intention of reentering it. There is indeed a "trick" to beauty shop distribution but it is the old familiar "trick" of learning the weak as well as the strong points of the method before attempting to work it.

The beauty shop is undoubtedly a logical outlet for toilet preparations. Its patrons are already persuaded of the value of beauty treatments. They know that at least a part of the beneficial results of the treatments arise from the preparations which are used by the operator. In general, they may be termed cosmetic seekers, and as such, their resistance to direct selling by the operator is low. Under the soothing hands of the operator, this resistance may easily be almost entirely overcome. Hence, it requires little salesmanship to dispense a jar of the cream or a bottle of the lotion, which, the patrons firmly believe, forms the basis of the beauty treatment. In addition, the average customer of the beauty shop can afford to purchase.

Turning to the personnel of the shop, we find another reason why beauty shop distribution seems logical. One of the principal difficulties in other outlets is the lack of sales help trained to understand and discuss the value of the preparations. This is the reason why the scheme of general demonstrations has grown up to plague the trade in department store and larger drug store outlets. In the beauty shop we find a sales person made to order. The operator understands the preparation. She has learned to use it effectively and to sell her own services largely on the benefits of its proper application. She is, in fact, the only logical demonstrator of toilet goods, carrying the demonstration through to the finish without the need of active co-operation by the customer.

But it must be realized that there are distinct limits upon the efficiency of the beauty shop as an outlet. First of these is the fact that the market itself is limited. The percentage of women who patronize beauty shops is necessarily small. It is limited by economic reasons, by the element of available time to spend for treat-

ments, by the fact that those best able to afford the treatments frequently have help at home capable of at least a fairly satisfactory substitute, and finally by the fact that many women are convinced that they themselves can do as well at home.

Other distinct and decided limitations of the market are the fact that the beauty shop attracts few, if any, of the casual purchasers of toilet preparations. The woman goes to the shop for treatment or she does not go at all. If she does not go for treatments her trade in toilet preparations naturally gravitates to the department store or the drug store. Further, there is little chance of a profitable gift business in the beauty shop trade. Gifts are doubtless purchased there occasionally, but the business can never be large nor will any of it go to male purchasers, undoubtedly a large factor in the gift demand for perfumes and, to lesser extent, preparations of the better sort.

Beauty shops in general limit themselves to single lines of preparations, those, naturally, in use by the operators in their treatments, and, once sold, they are by no means easily persuaded to take on additional lines or even to switch. This fact makes the introduction of new lines to this class of trade difficult. In proportion to the difficulty is the expense. Costly and persistent selling is needed to establish a line in this trade, although this may be partially offset by the fact that, once established, the line is likely to stick.

Nothing has thus far been said about credit risks and difficulties. It should be no more difficult to establish the credit of a beauty shop than of some other types of outlets. It is nevertheless a fact that the mortality is extremely high, that the element of reliability is not very strong in the average shop owner, and that the percentage of credit losses on the business is higher than that for other outlets. These difficulties might be overcome by the proper form of credit agency, but as yet little has been done to correct them.

For the manufacturer who is able or willing to operate under these restrictions, who will study the outlet and the possibilities of the market and who is prepared to take the somewhat heavier risks and expenses which service of the beauty shop entails, this class of outlet is excellent so far as it goes. Accompanied by the proper training in the way of schools for operators and possibly some financial backing for the new establishment, the beauty shop can be made a very valuable adjunct to a toilet goods business.

There are about 60,000 of these shops in the United States. In the aggregate they account for a large dollar volume in toilet preparations. But it is obvious that they require special handling by the manufacturer, even in some instances to the extent of special preparations and special packages. The manufacturer who enters the field must first make a thorough study of the business and especially, of its difficulties and dangers. Unless he does so, he cannot expect it to bring returns.



## Census of Flavor Industry in 1933

THE total value of the products made in 1933 by establishments engaged primarily in the manufacture of flavoring extracts and flavoring sirups is \$54,352,623, according to a preliminary report compiled from data collected in the Biennial Census of Manufactures taken in 1934, just released by Director William L. Austin, Bureau of the Census, Department of Commerce.

This industry, as defined for census purposes, embraces establishments whose principal products are flavoring extracts in liquid, paste, and powder form; sirups and fruit juices for soda fountain use and for use as sauces for ice cream and other foods; sirup used in the manufacture of soft drinks; colors for bakers' and confectioners' use; and cordials not classed as patent medicines. Manufacturers of malt sirups and extracts were also assigned to this industry at former censuses, but are now classified elsewhere; and for this reason no comparative figures for earlier years are given in the present report.

Wage-earner employment in the manufacture of flavoring extracts and sirups in the United States increased during the spring of 1933 and decreased somewhat in the fall, but remained at a higher level in December than that recorded for March. The figures for the final months of the several quarters of the year are: March, 2,114; June, 2,479; September, 2,500; December, 2,363. These figures represent the total number of wage earners on the pay rolls for the week including the fifteenth day of the month, or for some other representative week in the month.

The census employment total is an average of the numbers reported for the several months of the year and does not include salaried officers and employees, for whom data will be issued later. In the census calculations, equal weight must be given to full-time and part-time wage earners (not reported separately by the manufacturers), and for this reason the figures exceed the number that would have been required to perform the work done in the industry if all wage earners had been continuously employed throughout the year. The quotient obtained by dividing the amount of wages by the average number of wage earners can not, therefore, be accepted as representing the average wage received by full-time wage earners.

Manufacturers' profits or losses can not be calculated from the census figures, the bureau points out, because no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance and advertising. Figures for "value added by manufacture," therefore, merely represent the total value of the products less cost of materials, containers, fuel and purchased electric energy.

The figures given below are preliminary and subject to revision.

### Summary for the Flavoring Industry

	1933
Number of establishments .....	383
Wage earners (average for the year) .....	2,281
Wages .....	\$2,215,672
Cost of materials, containers, fuel, and purchased electric energy .....	\$20,400,816
Value of products .....	\$54,352,623
Value added by manufacture .....	\$33,951,807

## DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

### pH in Cosmetics

Manufacturing chemists have been confronted with precipitation of lotions, which phenomenon is apparently due to no good cause. Sometimes it may have been the alcohol formula; other times it was the dye; on still other occasions it may have been the perfume. And in spite of all these good reasons the precipitation sometimes continued merrily on. Here is a million dollar tip. It probably was the pH of the lotion. Get the point? We can't tell you more because it is a dead give-away as is.

### Triethanolamine

This is a desirable addition to preparations containing sulfonated fatty alcohols. It enhances the cleansing properties considerably, and it is of no consequence if you use the sodium salt or the sulfonated fatty alcohol as such.

### The Greatest Secret

The success or failure of many cosmetic lines has been due to the way temperatures of inter-reacting ingredients has been controlled. It is by far the greatest secret in manufacturing technique to ascertain beforehand the optimum reaction temperature, and stick to it in spite of heck. If you, as a manufacturing chemist, have not had a batch of cream go wrong, then you have been conscientious about reaction temperatures. If you have had several batches go haywire at times, that is probably the reason.

### Dry Skin Body Lotion

Many people complain of dry skin all over the body. A good lotion must not be greasy. Yet it should have enough oil in it to lubricate the skin after the volatile solvent, in this case alcohol, evaporates. Any vegetable oil soluble to the extent of about 5% is suitable. The use of about 5% diethyleneglycolmonoethyl ether enhances the solubility of the other fatty ingredients. Thus a mixture of sweet almond oil, olive oil, soya lecithin (60%), oil theobroma can be dissolved in alcohol so that the finished product contains about 1/2% lecithin and about 5% oils in a 95% alcohol with about 5% of the above mentioned glycol ether. Perfume with the popular pine needle oil or some like blend.

### Flesh Colored Talcum Powder

So many of the best talcums are made in the old fashioned white shade that it is a pity to say the least. People no more think of using white face powder, than they would of using white wash. Why then, use a white talcum. It stands out on the skin like "Schnozzle" Durante's nose.

# TRADE NOTES



## Healy Heads Groville Sales

D. K. Healy has been elected president of the Groville Sales Corp., New York, and will have complete control of the activities and policies of the company, succeeding George A. Stevens who has resigned.

He has been connected with the toilet preparations industry for some years, starting in sales work and then in the advertising agency field. Mr. Healy joined the Colgate organization some years ago in merchandising and advertising work. While with the Colgate company he had a broad experience in various departments and after the merger of Colgate & Co. with the Palmolive Co., and Peet Brothers Co., was transferred from New York to the new executive offices that were at that time established in Chicago.

Resigning from the Colgate company, he became advertising director of Hudnut Sales Corp., New York, planning merchandising, advertising and publicity for the broad range of toilet preparations manufactured by Richard Hudnut.

He advises us that the sales and advertising activities of the Groville organization will be materially broadened in the near future and that several new products are under consideration and will be launched shortly after the first of the year.

The Groville Sales Corp., handles Potter & Moore's "Mitcham" lavender products of London, the products of Parfums Grenville of Paris, and a complete line of creams and cosmetics. Considerable work will be done on all these lines and it is expected the distribution of sales will be increased materially under Mr. Healy's competent direction.

## Colonial Dames Radio Program

Colonial Dames, Ltd., Hollywood, Cal., instituted a radio program in behalf of its beauty aids on December 9 over the entire Columbia-Don Lee network. It will be continued every Sunday afternoon, featuring music and word pictures of Colonial times. Margit Hegedus, violinist, is starred, together with Claude Reimer, organist, and Bret Morrison, actor and singer. Closing announcements in each city mention local dealers.

## Stevens Now With Arden

George A. Stevens resigned on December 1 as president of Groville Sales Corp., New York, to join the organization of Elizabeth Arden, Inc., where his extensive merchandising and advertising experience will be of great value to him in the position of assistant to Mrs. Florence N. Lewis, president of the Arden organization.

## Jeunebelle Laboratories Expanding

The Jeunebelle Laboratories of Boston recently opened an office in Portland, Me. Salem and Worcester offices were also opened this fall.

Mrs. Margaret Casey, sales manager for Jeunebelle, announces a new line of perfumes for the Christmas trade. The odors include sweet pea, violet, rose, orange blossom, and gardenia. This line is put up in dram bottles. Frank P. Gardner is sales manager for this concern, which has headquarters at 30 Huntington avenue, and Miss Marie A. Bergeron is treasurer.

## Victor Vivaudou Organizes Vimay, Inc.

Vimay, Inc., has been organized by Victor Vivaudou, founder and formerly head of V. Vivaudou, Inc., to manufacture a line of cosmetics and perfumes. Headquarters of the company are at 5971 West Third street, Hollywood, Calif. With Mr. Vivaudou are associated as directors Louis B. Mayer, Ida Koverman, Leo Harris and J. T. Cosman, and he advises us that stockholders include many movie stars and prominent people in the motion picture industry.

## Kennedy Here With Dr. Dafoe

J. R. Kennedy, vice-president of the United Drug Co., Ltd., of Toronto, has been spending some time in New York. Mr. Kennedy accompanied Dr. Allan R. Dafoe, the Canadian physician who attended the famous Dionne quintuplets. He reports that the semi-annual convention of the Canadian Association held in Toronto, December 3, was a complete success, that business in Canada is excellent and that the holiday rush there seems even bigger than that in New York.

## Arany, Inc. Organized

Arany Inc., has been organized with Armand R. Arany as president and Frank Lowenstein as secretary, to manufacture toilet preparations with offices at 432 Fourth avenue, New York City. Mr. Lowenstein will be in charge of sales and Mr. Arany will act as general manager. There are 12 items in the line for women and four for men.



D. K. HEALY

## Norsec Starts Publicity Campaign

On December 2, the Norsec Co., Jersey City, N. J., a subsidiary of the Durham-Duplex Razor Co., began a 26 week series of broadcasts over a Columbia network on its product "Norsec" toothpaste. Coupled with this campaign is a drive through the retail trade, reenforced by handsome display material which ties the product up with the radio program. The program features Wallace Butterworth who tells the intimate stories of various radio personalities and a musical background under the direction of Milton Rettenberg.

## Michael of Waldorf at Charity Show

Michael of The Waldorf, Inc., took part in the program of the Animated Advertisements held for the benefit of the Country Home for Convalescent Babies at Sea Cliff, Long Island at the Alvin Theatre, New York, November 26. Michael himself did the coiffures and S. L. de Gorin was in charge of the stage make-up, assisted by five make-up girls and the preparations of Scandia Jourde, and Prince Matchabelli, as well as Michael of the Waldorf, Inc., were used.

## Centaur Co. Buys "Z.B.T."

The Centaur Co., New York, manufacturer of "Fletcher's Castoria," and a division of Sterling Products, Inc., has purchased the "Z.B.T." line from Crystal Corp., New York, its originators. The line includes talcum powder, an olive oil baby powder and other minor items, and has been on the market for about ten years. Elaborate plans for a merchandising and advertising campaign are now being formulated under



FRANK A. BLAIR



HAROLD B. THOMAS

the direction of Harold B. Thomas, sales and advertising manager of the Centaur Co., according to an announcement by Frank A. Blair, vice-president of that company, who negotiated the purchase.

The products will be manufactured in the Centaur plant at 80 Varick street, New York and will be distributed in conjunction with the company's other products. They will be launched as parts of the Sterling Products line on January 1. Since their inception the "Z.B.T." products have met with marked success and enjoy a wide distribution, which is expected to be materially enlarged under the new control and management.

## Cabell Heads Armour & Co.

Robert H. Cabell, London representative of Armour & Co., Chicago, for the past 20 years, has been named general manager of the company with the duties of president until the annual stockholders' meeting late next month. He therefore succeeds to the position held by the late T. G. Lee, who died in early November.



ROBERT H. CABELL

Frederick H. Prince, of Boston was elected chairman of the board, a post vacant since the death of J. Ogden Armour in 1927. Mr. Prince continues as chairman of the finance committee, and the position on the finance committee left vacant by the death of Mr. Lee will be filled by Philip L. Reed, vice-president and treasurer of the company.

Born in Brunswick, Mo., in 1870, Mr. Cabell has been in the Armour organization 43 years, mostly in the merchandising end of the business. He joined the firm as a salesman in 1891 and served in various capacities at New York, Chicago, Toledo and Philadelphia before becoming managing director of Armour & Co., Ltd., the British subsidiary, in 1913.

## Bristol-Myers Policies Questioned

The Federal Trade Commission has issued a complaint against the Bristol-Myers Co., New York, on its "refusal-to-sell" policies in connection with price-cutting firms. The Commission has given the firm until January 4 to show why an order to cease and desist from the alleged practices should not be issued.

Bristol-Myers early this year notified the drug and toilet goods trade that it would exercise its right to select its customers, presumably cutting out such outlets as would not cooperate in price maintenance.

## Disastrous Fire in Flavor House

Fire late in November swept the plant of the L. de Martini Supply Co., San Francisco, manufacturers of flavoring extracts and food products and its affiliate, the Western Nutmeat Co. Harry E. Heath an employee of the company as credit manager failed to escape from the building and his remains, burned beyond recognition, were found when firemen finally extinguished the blaze. An investigation into the cause of the fire and an examination of Mr. Heath's body led police to believe that he may have been slain in a holdup and the building fired to cover the crime. Louis de Martini, Jr., president of the company estimated the fire damage at \$15,000.

## Frankel Visiting West

B. W. Frankel of Frankel & Smith, Inc., Boston, is taking an extensive trip through the entire West, contacting retail shops. He is returning before Christmas.

## Veale Named to Code Authority

William R. Veale of the Colgate-Palmolive-Peet Co., New York, has been elected a member of the Code Authority for the toilet preparations industry, representing manufacturers doing a business in excess of \$500,000 per year. He succeeds Jean Despres of Coty, Inc., who resigned as representative of this group.

The final meeting for the year of the Code Authority was held on December 6 and 7 and committees were appointed to take office January 1. The new trade practice compliance committee consists of William Jacobs, George W. Button Co., New York, J. H. McShane, Pacquin Laboratories, New York, R. Grant, Veolay, Inc., New York, R. A. Clark, Inecto, Inc., New York, H. L. Brooks, Coty, Inc., New York.



WILLIAM R. VEALE

The trade practice planning and statistics committee, whose duties will be to study code provisions and their effect upon methods of competition, will consist of F. N. Dodge of Harriet Hubbard Ayer, New York, Jean Despres, Coty, Inc., New York, C. A. Pennock, Richard Hudnut, New York, P. Vallée, Roger & Gallet, New York, W. R. Veale, Colgate-Palmolive-Peet Co., New York, J. I. Poses, A. A. Vantine, Inc., New York.

At the meeting the finance committee reported that the collection of assessments for maintenance of the Code Authority had risen to 88 per cent of the amount due and with these funds available it has been possible to finance the activities of the trade practice compliance committee. At a meeting of that committee on December 5 a number of complaints were reviewed and adjusted. Several of these had to do with objectionable advertising. One retail store in particular used a statement in their advertisement that many face powders were harmful. This advertisement appeared only once and the manufacturer has agreed not to repeat it. Another advertisement, also on face powder, stated that it contained a nourishing element which was absorbed by the skin. The maker disclaimed responsibility for this statement and agreed that it would not be repeated.

A number of protests against assessments due under the code were also presented. In handling these assessment protests the Code Authority again pointed out that all persons or corporations manufacturing cosmetics and toilet preparations, importing them or having them manufactured under their trade-mark are covered by the trade practice provisions of the code and are required to pay an assessment. The Code Authority, however, will act liberally in handling this matter with manufacturers, whose total output is not in excess of \$5,000 per year. The Authority also points out that claims for assessments from other Code Authorities should be brought to its attention since some Code Authorities have and some have not the right to assess manufacturers whose principal lines of business are not under their jurisdiction.

## Coming Conventions

Annual Drug Trade Dinner, Waldorf Astoria, New York, March 21, 1935.

Fifth Packaging Exposition, Palmer House, Chicago, March 5-8, 1935.

Mid-West Beauty Trade Show, Sherman hotel, Chicago, April 1-3, 1935.

## Dunn Discusses New Drug Law

Charles Wesley Dunn was the guest speaker at the regular monthly meeting of the Drug Chemical and Allied Trades Section of the New York Board of Trade, Inc., held at the McAlpin Hotel, New York, November 27. Nearly 200 members and guests were present and Mr. Dunn discussed at some length and in great detail the proposed new food and drug legislation which is expected to be presented to Congress early in the coming session. Thomas R. Farrell, editor of *Drug & Cosmetic Industry*, presided at the meeting and introduced Mr. Dunn.

The annual meeting of the section for the election of officers and annual reports of officers and committees will be held at the Drug & Chemical Club, New York, December 27. It will be a luncheon meeting with lunch served promptly at 12:30 P.M.

## Soda Flavor Makers Meet

Members of the National Manufacturers of Soda Water Flavors held their annual convention at the Hotel Statler, Buffalo, N. Y., on November 12. Donald W. Hutchinson, of W. H. Hutchinson & Son, Inc., Chicago, was re-elected president for a second term, and all other officers and directors were again named to continue in the positions they filled during 1934. They include: vice-president, C. H. Redding, Foote & Jenks, Jackson, Mich.; treasurer, Dr. H. E. Har-



D. W. HUTCHINSON

rison, Liquid Carbonic Corp., Chicago; secretary and attorney, John S. Hall, Hickey & Hall, Chicago; directors, Charles O'Connor, S. Twitchell & Co., Philadelphia; G. M. Chapman, Liquid Carbonic Corp., Chicago; Samuel W. Mutch, Whittle & Mutch, Philadelphia; W. H. Gast, Theonett & Co., Chicago, and Charles H. Home, Jacob House & Sons, Buffalo.

Resolutions were passed condemning unfair advertising practices by members of the industry and protesting against the increase in the revenue tax on distilled spirits for non-beverage purposes. A general discussion of the code of fair competition for the flavoring products industry was participated in by most of the members present. John S. Hall, secretary and attorney of the association, reported on the work of his office in connection with the Tugwell and Copeland Bills and more than 200 other bills that had been introduced in Congress and in state legislatures during the year.



## de Navarre Addresses Pharmacists

Maison G. de Navarre, consulting chemist and Contributing Editor on Toilet Preparations of this journal, delivered a lecture before the Detroit branch of the American Pharmaceutical Association November 22. Students of Wayne University were present at the invitation of the Association.

Mr. de Navarre's talk was devoted to "Cosmetics Today". He described the recent merchandising trend in cosmetics and toilet preparations and then outlined new materials and manufacturing methods after which the meeting was thrown open for questioning. Much interest was evinced especially in the part of the lecture devoted to new materials.

## Grocery Manufacturers Meet

The Associated Grocery Manufacturers of America held their annual convention at the Waldorf Astoria hotel, New York, from November 20 to 22. Paul S. Willis was re-elected as president, while H. D. Crippen, president of the Bon Ami Co., was re-elected treasurer of the association and Charles Wesley Dunn was again selected as general counsel. Among the directors elected were E. H. Little, Colgate-Palmolive-Peet Co.; Mark Upson, Procter & Gamble Co.; George Burnett, Joseph Burnett Co., and C. P. McCormick, McCormick & Co. L. J. Gumpert, B. T. Babbitt, Inc., continues as a director.

## Foragers Name Folsom for President

The Foragers of America, prominent organization of salesmen of toilet preparations and allied products has selected through its nominating committee a slate of officers and directors for the coming year. For president Harry D. Folsom has been named. He has for years been one of the most active of the Foragers and recently has been acting president. W. W. Nielson is the choice for vice-president and O. C. Niedenstein has been renamed as secretary and treasurer. For board of governors the following have been nominated: F. L. Graham, R. S. Arcularius, Martin F. Schultes, Bert Georgi, W. T. Kilcullen and J. B. Brennan. To take Mr. Nielson's place on the board the nominating committee has suggested the name of A. J. Connelly and has also suggested that George B. Dermody be selected as assistant secretary-treasurer. These nominations will be voted upon at the annual meeting.



HARRY D. FOLSOM

## Tea by Rose Laird

Rose Laird, manufacturer of beauty products in New York, gave a tea for the trade and the press at Pierre's in New York, December 14. Charles Barban, consulting chemist and chemical engineer, discussed cosmetics from the standpoint of possible government regulation.

## McCormick Heads Insecticide Ass'n

Charles P. McCormick, president of McCormick & Co., Baltimore, was elected president of the National Association of Insecticide and Disinfectant Manufacturers at the annual convention of that organization held at the Hotel McAlpin, New York, December 10



C. P. MCCORMICK

and 11. W. H. Eddy of the Rochester Germicide Co., Rochester, N. Y., was named 1st vice-president; William Griesener of the Black Flag Co., Baltimore, 2nd vice-president; J. H. Wright of Zonite Products Corp., New York, secretary, and John Powell of John Powell & Co., New York, re-elected treasurer. Wallace Thomas of Gulf Refining Co., Pittsburgh, and Dr. G. F. Reddish, Lambert Pharmaceutical Co., St. Louis, are the new members of the board of governors, others having been renamed.

Discussion of the code and the activities of the association along legislative lines bulked large in the proceedings of the meeting although the scientific side was by no means neglected. A special committee was named to study the legislative situation and to recommend procedure to the board of governors in any matters which seemed to require emergency action. A handsome wrist watch was presented to Peter Dougan of Merck & Co., Rahway, N. J. retiring president who had served two terms.

The annual banquet was held Tuesday evening at the Downtown Athletic Club in New York and members and guests numbering nearly 200 were entertained with a series of boxing bouts. The Midsummer meeting will be held at the Edgewater Beach hotel, Chicago, on a date to be selected.

## Millot Products at London Show

In addition to the many displays of perfumes and toilet preparations at the recent Hairdressing Fair held in London September 25 to October 4, described in our October issue, there was a very handsome booth devoted to perfumes and beauty products of F. Milot, S. A., Paris, represented in the United States by Albert Mosheim, head of the House of Tre-Jur, Inc., New York.

We are advised that this booth attracted very favorable attention and that the company's perfume "Crepe de Chine" scored one of the show's outstanding successes.

## Chemical Salesmen's Xmas Party

The Salesmen's Association of the American Chemical Industry will hold its annual Christmas party on December 27. The committee in charge plans an elaborate program and expects a large attendance.

## McKesson & Robbins Sales Gain

McKesson & Robbins, Inc., reports October sales of \$11,232,330, showing a gain of 21.85 per cent over sales of \$9,217,882 for October, 1933.

## Weeks Gives Home to Drake University

Through the generosity of Carl Weeks, president of the Armand Co., Des Moines, Ia., and Mrs. Weeks, Drake University has come into possession of the palatial home of Mr. and Mrs. Weeks to be used in expansion of the fine arts department of the college. The gift was announced late in November by Dr. D. W. Morehouse, president of the university, who said that the house would be used as a college of fine arts, including music, drama, painting and sculpture.

The property known as Salisbury House stands on a ten acre plot and is modeled after King's House, a Tudor Mansion in Salisbury, England. It was five years in building and including the land and the stone and art work is said to have cost more than \$1,000,000. Mr. and Mrs. Weeks will continue to occupy it for the present until endowment for the fine arts school has been secured. A campaign for raising the endowment has already been launched with Mr. Weeks as a member of the committee.

In making this generous gift, Mr. Weeks said:

"In presenting Salisbury House to Drake university for a school of fine arts, Mrs. Weeks and I are realizing an idea which we have had in mind for a long time, namely, that Salisbury House, as an authentic recreation of a dwelling representative of one of the great historical periods of domestic architecture and built so solidly as to endure for generations, should be preserved to the community for uses and influences beyond those of a private residence.

"We hope and expect that Drake university, with Salisbury House as a location and inspiration for further gifts, will find it possible, within the next five or 10 years, to expand its school of fine arts, now including departments of music, drama and plastic and ceramic arts, to include a school of architecture, and

that each department may be so developed as to make Des Moines the outstanding art center of the midwest and Drake university the goal of art students from far and near.

"In making the gift we have imposed the restriction that Salisbury House must be used as a school of fine arts and that the university, in accepting it for this purpose, must recognize and accept responsibility for developing in Des Moines a school which shall be outstanding in its various departments."

The photographs show the exterior and the great hall of Salisbury House and give an idea of its size and beauty.

## Charles Weeks Now Armand Officer

Charles Weeks, eldest son of Carl Weeks, president of Armand, Inc., Des Moines, manufacturer of toilet

preparations, has been elected secretary and treasurer of the company. Mr. Weeks has been associated with his father's business for the last nine years and has worked through the various departments of the business in order to secure a complete knowledge of the line from raw material to final sale. Last year he was named treasurer of the company.

In his new duties he succeeds Miss Jessie E. Moore who was associated with the company for

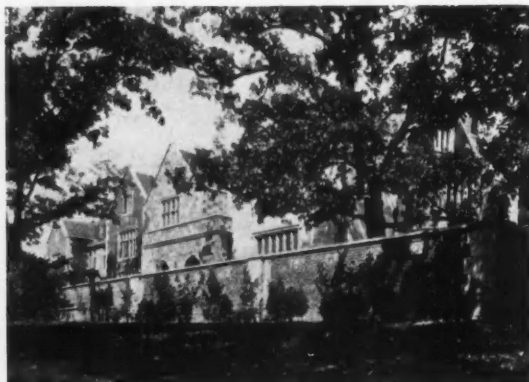
fourteen years. Miss Moore resigned recently and on Thanksgiving Day was married to Marc Woodmansee of Des Moines.



CHARLES WEEKS

## Drug Institute's Annual Meeting

Endorsement of its past activities and the proposal of a budget that will assure continuance of a very definite predetermined program were the outstanding actions taken at the annual meeting of the Drug Institute, Inc. at its headquarters in New York City December 12. Wheeler Sammons, managing director of the institute, in his report pointed out that three objectives had prompted its formation.





### Schisler Sales Manager of Affiliated

J. P. Schisler has been appointed sales manager for Affiliated Sales, Inc., Chicago and New York. The company distributes the "Kissproof", "Edna Wallace Hopper" and "Louis Philippe" lines of toiletries. Mr. Schisler has been in the industry a number of years and is well equipped for his new duties.

### Plan Annual Drug Dinner

The Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc. is making plans for the 10th annual Drug, Chemical and Allied Trades dinner. This will be held March 21 at the Waldorf-Astoria Hotel, the reception beginning at 6:30 P. M. The committees to handle the details will be announced in the near future.

### N.W.D.A. Adopts Trade Rules

Following its Trade Practice Conference with the Federal Trade Commission, the National Wholesale Druggists Association has received approval from the Commission of a comprehensive list of rules governing merchandising and advertising practices and many other wholesale activities. These rules are in lieu of an N.R.A. code, which has been denied the industry because of its insistence upon a 45 hour week. Practically all members of the industry are now working under P.R.A. agreements as to hours and wages.

### Koenig Heads D&C Square Club

The thirteenth annual election, entertainment and dance of the Drug & Chemical Square Club, was held at the Hotel Edison, New York City, December 6. The following were inducted into office for the coming year: president, Harry D. Koenig, Martha Washington Cosmetics; 1st vice-president, Dr. Hugo H. Schaefer, College of Pharmacy; 2nd vice-president, Jack Feldman, Washington Square Pharmacy, New York City; treasurer, Jos. G. Attwood, Martha Matilda Harper, Inc.; secretary, Fred G. Hammond, J. B. Williams Co.; governor, Jack Denton, New York City; Harry Gerr, H. Gerr, Inc., New York City; Harry Migatz, sales manager; Harry Silverstein, Aitchess Drug Sundry Co., New York City.



HARRY D. KOENIG.

The election ceremonies were conducted by the chairman of the board, Thos. R. Freebody. The retiring president, Frank G. Bergold, is Chief Inspector with the New York State Board of Pharmacy. He was presented with a solid gold card emblematic of life membership. Chas. W. Speed, treasurer of S. B. Penick & Co., who retires after ten years' service as treasurer of the club, was also honored with a life membership. Several individuals received monetary gifts for faithful service, there being no salaried positions in the club.

### Edna Wallace Hopper in South

Edna Wallace Hopper, of perennial youth fame, attended the wedding in Tampa, Fla., of Miss Carol Lyons and Frederic Lahn, of Washington. Mr. Lahn has been her protege, she said, since he came to America from Vienna, his native city.



EDNA WALLACE HOPPER

Miss Hopper, more than 65 years old by her own admission, displayed no doubt of her secret alliance with the goddess of time. It was her first visit to Tampa and she stepped from the train attired in a two piece brown suit of modish lines, with a brown and burnt orange sweater. A smart brown felt hat with a nose veil added to the ensemble.

The Lyons-Lahn nuptials was a Tampa social event, and the ceremony was followed by a reception at the Tampa Yacht and Country Club which was attended by several hundred guests.

Miss Hopper recalled for interesting listeners the time when she played in "Floradora," "The Silver Slipper," "Girl o' Mine," productions that were popular from 1900 to 1915, and the period when she was associated with DeWolf Hopper and Lew Fields in numerous musical comedies. Now, she said, she is the business woman, and, in attending a wedding, she is the business woman on vacation.

She will resume radio broadcasting shortly after the first of the year she reported and that she enjoyed Tampa and Florida very much but that her stay would be limited because of the necessity of returning to New York.

### Fire Destroys Bromund Bleachery

Fire of unknown origin completely destroyed the Elmsford, N. Y. bleachery of the E. A. Bromund Co., New York, bleachers and refiners of beeswax, on the morning of December 15.

J. F. Bromund, president of the company, advises that a new bleachery will be established as quickly as possible and in the interim the company will endeavor to fill all orders of its customers. The E. A. Bromund Co., was established in 1880 by the late E. A. Bromund and has maintained a bleachery in Elmsford since 1914.

### Watkins Employees Get Bonus

In recognition of their excellent work during the year all salaried employes of the J. R. Watkins Co., Winona, Minn., received a bonus of five per cent of their annual salaries on December 15.

### Ryland Is Recuperating

Friends of Harry C. Ryland, president of the company that bears his name, will be interested to learn that he is recuperating from a major operation performed in Mt. Sinai hospital, New York City, on December 14.

## FERA Opens Soap Factory

The Federal Emergency Relief Administration plans to start operation of a soap factory this month at Paris, Ky. The plant is located in the Kenton building on Second street in that city, and the work is to be in charge of Wilfred Laullen as foreman. A brick oven and other equipment has been installed, and thirty men will be employed, each working two days a week, to produce laundry soap for the use of those on relief lists.

## Abonita Co. Enters 31st Year

With the beginning of 1935, the Abonita Co., Inc., Chicago, is entering its 31st year of active operation. Since its organization (in 1905) for the manufacture of private brand toilet preparations, this company has grown steadily and kept pace with the times through the constant addition of new products and improved factory equipment.

"Our business is improving," says S. Bigelow Haley, president and treasurer of the company, "and we look forward to greatly increased sales during 1935." Mr. Haley, who is starting his fifth year as head of the organization, has been associated with Abonita since 1917. He was formerly vice-president and secretary of the company, and it has been largely due to his ability and foresight gained through forty-five years of experience in the toilet goods business that "Abonita" products have become so well known. George J. Purck, vice-president and secretary, has been with Abonita since 1913 and his work as chief chemist has been responsible for many of the company's most successful creations.

The company was founded by Dr. V. S. Hollingsworth of Chicago who developed its earlier products and acted as president and treasurer until December,



S. BIGELOW HALEY



GEORGE J. PURCK

1930. After its first eight years of operation, the firm was incorporated under the name of United Laboratories, Inc., and in 1915 the name was changed to the present style, Abonita Co., Inc. One of the most important of the company's specialties is its "Tap-It-Pac" loose powder vanity, which enjoys wide distribution in this country and abroad.

We are glad to congratulate the Abonita Co. on beginning its 31st year and to wish it continued prosperity through 1935 and for many years to come.

## Thomas to Sail January 3

H. G. Thomas, vice-president of Guerlain, Inc., New York, expects to sail on the *Manhattan* January 3 for a conference with officials of the Paris house of Guerlain. The conference will be for the purpose of co-ordinating the work of the American company with that of Paris



H. G. THOMAS

and other branches of the Guerlain organization and also to study the French situation and its relation to the American trade. Mr. Thomas will stay in Paris only a week.

Upon his return to the United States he plans to travel through the Southern states contacting the company's retail outlets. He reports that a very satisfactory increase in business for the Guerlain line has been developed in the South during the last few months.

Mr. Thomas is a native of New York but lived for many years in France. He is a graduate of Cambridge University, studied law at the University of Madrid and received the Degree of Doctor of Laws from the University of Paris. For several years before joining the Guerlain organization he was prominent in the practice of international law and for several years was president of the Association of the Academy of International Law at The Hague, Netherlands.

## McCormick & Co. Honors Officials

Three leading executives of McCormick & Co., Baltimore, Md., received recognition of their long service on November 27. Charles P. McCormick, president, was presented with a diamond service button, while G. H. Long, manager of the spice department, received a sapphire-studded button and Dr. John Glassford, chief chemist, a gold-and-enamel button. Mr. McCormick was host at a Thanksgiving dinner at the Chesapeake Club, at which the presentations were made, with officers of the company and department heads, together with their wives, in attendance.

## Frederick Stearns II Is Married

Frederick Stearns, II, twenty-three year old son of the president of Frederick Stearns Co., Detroit, was married November 24 at Steuben, Ind., to Mildred Lane, whose father is a foreman with the Stearns company. The marriage was arranged as a secret elopement from Detroit. The couple left two days later for Santa Barbara, where Stearns is president of Santa Barbara Airways, and manager of the county airport. He was associated with the pharmacal company for a short time.

## Pinaud Using Radio Advertising

Pinaud, Inc., New York, is sponsor of "Lilac Time," a new radio program, featuring an orchestra, vocalists, and dance lessons by Arthur Murray, well known teacher.

## Phelps Speaks in Radio Forum

H. W. Phelps, president of the American Can Co., was guest speaker on November 22 on the radio forum conducted by *Liberty* magazine over the network of the Columbia Broadcasting System. Directing his talk to housewives, Mr. Phelps sharply criticized the attempt to incorporate in the canning industry code under the NRA a provision for dividing the packs of all commodities into three grades of "A," "B" and "C."

"Those in the canning industry conscientiously believe," he said, "that the A-B-C proposition, while a natural step toward the ideal, is, like the 18th Amendment, unworkable and unenforceable. They believe that it will result in reduced quality, reduced sales, reduced prices to the farmer for his produce, less people at work, and less incentive to improved operation."

Rather than these "mystic symbols," Mr. Phelps urged the use of descriptive labeling to tell in plain, terse English just what a package contains. "Canners are proposing," he stated, "that there be written into their code under the NRA, and into the Food and Drugs Law, if amended, a legal demand for such 'descriptive labeling' as they suggest."



H. W. PHELPS

## Cosmetic Trade Aids Jewish Charities

Headed by B. E. Levy, chairman of Coty, Inc., a group of representative members of the toilet goods industry is campaigning to raise \$10,000 as its quota in the present emergency appeal for \$2,071,000 by the Federation for the Support of Jewish Philanthropic Societies of New York City. A luncheon meeting was held on November 30 to launch the drive.

During Mr. Levy's absence, Herman L. Brooks, treasurer and general manager of Coty, Inc., will serve as acting chairman of the Cosmetics and Wholesale Drugs Division. Other members of the division include J. I. Poses, of A. A. Vantine Co.; Maurice Levy; William Jacobs, George E. Button Corp.; N. Kasdan, Majestic Metal Specialties, Inc.; Harry Brandon, Anglo French Drug Co.; Col. John Hershman, Charles of the Ritz; A. B. Vanick, Drezma, Inc.; Moise K. Cohen, Marny Sales Co.; Harold M. Altschul, Ketchum & Co.; I. Perlmutter, Leading Perfumers & Chemists Manufacturing Co.; Louis I. Furlager, Furlager Manufacturing Co.; Dr. Walter Langer, E. Westall Co.; Marcel B. Fay, De Musset, Inc.; A. F. Kammer, Carr-Lowrey Glass Co.; B. H. Krueger, B. H. Krueger, Inc.; Jean Despres, Coty, Inc.; Irving D. Hirsch, Park Drug Co.; Asher Blum, Mock & Blum; Hugo Mock, Mock & Blum; W. E. Bugbee, Puritan Cosmetics Co.; Jacob Tanenbaum, J. Tanenbaum Co.; I. Steinberg, Parisian Manicure Manufacturing Co.; Marshall Mundheim, Lightfoot Schultz Co.; Dudley Schwartzman, Trudy Laboratories, Inc.; and Louis Spencer Levy, Perfumer Publishing Co.

## Dinner for Dr. Fischelis

Plans are being made for a testimonial dinner to Dr. Robert P. Fischelis on his election as president of the American Pharmaceutical Association. The affair will take place January 10 at the Hotel Pennsylvania, New York and a committee of the New York Branch of the American Pharmaceutical Association is arranging for it. Dr. Fischelis has for years been one of the most active members of the association.

## Merz Again Heads Organic Chemists

August Merz of Calco Chemical Co. of Bound Brook, N. J., was re-elected president of the Synthetic Organic Chemical Manufacturers' Association of the United States at the annual meeting held in New York, December 7. The meeting of the association was as usual an executive session but the annual dinner at the Chemists' Club in the evening was thrown open to the public.

Following an excellent dinner, Irene Dupont was presented as toastmaster and on behalf of the organization presented handsome bronze plaques commemorative of an honorary membership in the association to Francis P. Garvan, president of the Chemical Foundation, Inc., New York, and former United States Alien Property Custodian, Dr. Charles H. Herty, well known consulting chemist and Morris R. Poucher. Honorary membership in the Association was conferred on these men because of their work in the establishment of the organic chemistry industry in the United States and especially their work on behalf of the association. Each of them responded with reminiscences of their experiences during the trying days of the World War and immediately thereafter when the organic chemistry industry of this country was coming into being.

An unusual feature of the evening was the presenta-



DR. C. H. HERTY



AUGUST MERZ

tion to Mr. Garvan by Dr. Herty of the first skein of rayon yarn made from sulfite pulp produced from Southern pine. Dr. Herty said that the annual growth of Southern pine on waste land in the South amounted to two hundred million cords, whereas the present consumption of wood for the rayon industry amounted to only thirteen million cords annually and that the price of the pulp from the Southern pine was scarcely more than one-half that of the pulp now used in rayon production.

## Chiris and Dhumez Unite

We have received a joint announcement signed by Georges Chiris, chairman of the board of Etablissements Antoine Chiris, Paris and Grasse, and Pierre Dhumez, head of Pierre Dhumez & Co. The announcement is to the effect that these companies have concluded an agreement with the object of uniting the two houses.

The special products of both companies will continue to be manufactured, and in the near future new basic

## Merck to Combine Units

Consolidation of the Merck Corp. with its subsidiary, Merck & Co., Inc., is proposed in a plan submitted to stockholders by George W. Merck, president, early this month. The merger will eliminate the holding company and will pay off accrued dividends on its preferred stock by the issuance of common shares of the new consolidated corporation. Practically the sole assets of the Merck Corp. consists of 65 per cent of the capital stock of Merck & Co., Inc.



GEORGES CHIRIS



LEON A. CHIRIS



PIERRE DHUMEZ

materials resulting from this collaboration will be added to the line. Until February 15, 1935 no change is to be made in the handling and execution of orders received by these houses, but thereafter the products of the combined houses will be sold in the United States by Antoine Chiris Co., New York, which is under the direction of Louis Rapin, president.

## Parento Announces New Plans

Addington Doolittle, president of Compagnie Parento, Inc., Croton-on-the-Hudson, N. Y. and Compagnie Parento, Limited, Toronto, which have been handling the line of Pierre Dhumez & Co. in the United States and Canada, advises that they will continue to do so until February 15, 1935. He plans to sail on the *Manhattan* January 3 on a business trip to Europe which will take him to France, England, Italy, Bulgaria, Spain and Africa. Mr. Doolittle informs us that he will have an important announcement to make in February regarding additional connections abroad.

Mr. Doolittle further advises the absorption of Irving Bennett & Co., New York, and adds that the products heretofore supplied by that firm will be distributed by Compagnie Parento, Inc.

Mr. Bennett will serve in an assistant executive capacity, and will devote his efforts particularly to the field of special sales service, making his headquarters at Parento's New York office, 507 Fifth avenue. He has been active in the essential oil industry for many years in the United States and Canada, and among other connections was that with Antoine Chiris Co., New York, for a period of twelve years, part of the time in the Canadian branch and latterly in charge of sales in the United States.

## Schefter Buys Portland Baseball Club

E. J. Schefter, Portland druggist and lotion manufacturer, this month purchased the controlling interest of the Portland baseball club from Thomas L. Turner, president and principal stockholder of the club. Mr. Turner and his associates purchased the club from William Klepper in November, 1924, in a deal which transferred control of the club and sent Mickey Cochrane, then a promising recruit catcher, to the Philadelphia Athletics.

This is Mr. Schefter's first venture into the sports field. A native of Canada, he has been in the retail drug business in Portland for 26 years and for 12 years has been owner and manager of the Esbencott Laboratories, manufacturers of "Santisceptic" lotion and "Zepyrol" mouthwash. For 22 years he has owned and managed the Alder Street Pharmacy.

Assisting Mr. Schefter with the business duties of the club will be his oldest son, Rolden A. Schefter, who will serve as vice-president and business manager. It was not his own interest in the national pastime so much as that of his two sons that influenced the druggist to become a diamond magnate, Mr. Schefter says. He has named Buddy Ryan, former Portland star outfielder, as pilot of the 1935 team. Training will start in California in February.

## Green Returns from West

Clifford Green, president of the Emarco Company of Boston, recently took a two weeks' trip through Western territory, contacting jobbers. He went as far as Cincinnati, motoring back through Malone, N. Y., and Vermont.



## Root Returns to Scovill

L. R. Root has resigned his connection with Coty, Inc., and has returned to his former position with the Scovill Mfg. Co. Mr. Root, prior to his connection with Coty, had been associated with the New York office of Scovill for many years and is especially well known in the toilet preparations industry. He has for several years been a member and last year was chairman of the entertainment committee for the annual convention of the Associated Manufacturers of Toilet Articles.

## Develop Plans for Packaging Show

The program of conferences and clinics to be held in connection with the Fifth Packaging Exposition at the Palmer House, Chicago, from March 5 to 8 is rapidly being rounded into shape. Alvin E. Dodd, executive vice-president of the American Management Association, the sponsoring organization, believes that the program will be outstanding among those held to date.

Judging of entries in the 1935 Packaging Awards Competition will take place in New York on February 8, and all entries will be placed on exhibition at the show. Juries to judge entries in the competition for the Irwin D. Wolf Trophy and other awards have been chosen, and packages will be received for judging from January 19 to February 4 at the offices of the Packaging Awards Administration, 232 Madison avenue, New York.

## New Showroom for Rudemar

Supplementing the item published last month about the new address of Rudemar Corp., we are able to present the accompanying photographs showing two views of the interior of the handsome new quarters. On the right is the reception room which visitors enter and on the left the private office of Mrs. Ruth D. Maurer, president of the corporation. In the latter will be seen a few of the elephants from Mrs. Maurer's famous collection. The beauty of these two rooms is carried out throughout the new quarters which are splendidly arranged for the comfort and convenience of patrons.



## The Perfumer in Kaufmann's

To emphasize the care that is taken in the purchase of merchandise sold by Kaufmann's, a leading department store in Pittsburgh, Pa., the store recently conducted a series of striking displays in its windows to emphasize "Quality thru Science Exhibits". Kaufmann's is the only department store in the United States which maintains a fellowship at the Mellon Institute. Through this association the company submits for testing to the Institute, merchandise which it proposes to buy, and purchases are made of the products which meet the approval of the Institute.

In the middle of November, practically all of the windows of the store were devoted to the "Quality thru Science Exhibits" and every effort was made to emphasize through these exhibits the care that is exercised in obtaining authoritative and up-to-the-minute information on all lines of products.

Books and leading magazines in various industries were included in the exhibit to show that the company resorted to all authoritative information to insure the purchase of what is considered the best in all lines.

One of the most prominent windows at the corner of Fifth and Smithfield streets carried out this idea very effectively. The display consisted of a simple but effective sign and such as that used in all of the windows calling attention to the "Quality thru Science Exhibits". On each side was a figure of an attractively dressed woman; and on a plush base was a copy of *THE AMERICAN PERFUMER* and a few books of technical nature. It conveyed the idea in a subtle but effective way that the most exacting care is exercised in the purchase of merchandise for sale to women. In all of the other windows magazines and books appropriate to the particular display were also used with the same good taste and effectiveness.

## Code Eagles for Flavor Makers

NRA Code Eagles for members of the flavoring products industry are now available for distribution through John S. Hall, attorney and executive secretary of the Flavoring Extract Manufacturers' Association. Manufacturers wishing these insignia should file application with their State NRA compliance directors.



## Allied Products Buys "Appli"

Allied Products, Inc., New York, has purchased the American Perfumers' Laboratories, Inc., New York, manufacturer of private formula cosmetics and toilet preparations and will operate it as an independent organization. Purchase was made from Cosmetics Affiliated, a holding company for American Perfumers'



D. H. McCONNELL, JR.



A. E. MULLEN

Laboratories and includes all machinery, equipment and formulas, as well as the Canadian division of the company established about two years ago.

Executive headquarters of American Perfumers' Laboratories under the new ownership will be at 114 Fifth avenue, New York City, and will be under the supervision of A. E. Mullen, founder of American Perfumers' Laboratories, Inc., who has been made vice-president and general manager. Mr. Mullen will be assisted by George I. Hackenberger who has been with the company for many years. D. H. McConnell, Jr., executive vice-president of Allied Products, Inc., will be president of American Perfumers' Laboratories, Inc. The manufacturing equipment will be transferred to the Allied Products plant at Suffern, N. Y., and the manufacturing operation will be under the direction of Stephen Tosca, who has supervised production of American Perfumers' Laboratories for some years.

In announcing the purchase Mr. McConnell said "We have long realized the value of such a combination of forces. The Allied business has grown amazingly in the last few years but has lacked completeness of the type of service which can be rendered by Mr. Mullen's organization. I refer to the manufacture of strictly cosmetic items, such as lipstick, rouge, compacts and similar products requiring especially designed equipment and special technical skill. American Perfumers' Laboratories has never had large scale facilities but with Allied Products equipment at their service they will be able to turn out large volume when called upon to do so. This will mean that American Perfumers' Laboratories will be able to offer greatly augmented service to the trade since it will have not only its own technical and manufacturing staff but access to the corps of chemists, workmen and other specialists representing several generations of cosmetic manufacture by Allied."

Although definite plans for next year have not as yet been developed, Mr. McConnell indicated that the new division of the company will probably be in full production early in 1935.

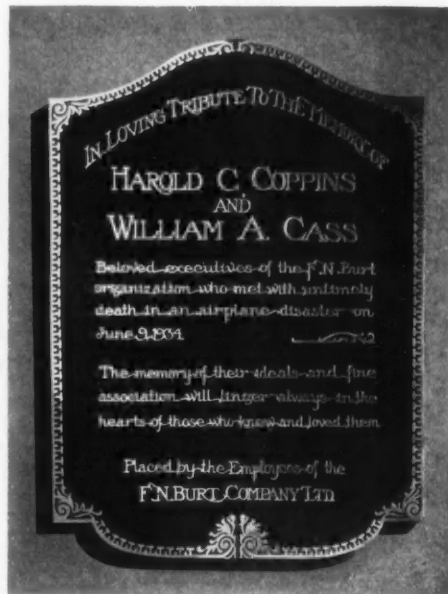
## Denny Discusses Sales Organization

An interesting exposition of the function of advertising in well organized sales work was given by Henry Denny, manager of the Sales Development Department of the Commercial Solvents Corp., Terre Haute, Ind., at a well attended luncheon meeting of the Salesmen's Association of the American Chemical Industry in the Chemists' Club, December 13.

After discussing the broader aspects of sales work, Mr. Denny pointed out that the purpose of advertising is to pave the way for the salesman. "It is like the interference in a football game, opening up and clearing a path for the man who is carrying the ball," he said. "Ordinarily, the salesman sees only one or two men in a particular company, who may or may not have the power of decision, whereas in a well considered advertising program, the technical men, the executives and others who may influence an order, are covered. Advertising moves the buyer towards the product; and the salesman moves the product towards the buyer. To reap the full benefit of advertising, he pointed out, it is necessary to follow through, and to keep everlastingly at it."

## Memorial Tablet for Coppins and Cass

An unusual and touching tribute to the memory of the late Harold C. Coppins, general superintendent, and William A. Cass, assistant office manager, has been paid by employees of The F. N. Burt Company, Ltd., Buffalo. The beautiful bronze tablet shown in the accompanying photograph was recently placed in the lobby of the Burt plant as a gift of the employees and a tribute to



the two executives who met untimely death in an airplane disaster last June.

This spontaneous tribute shows the esteem and affection which the characters of the two men inspired in those who worked with them for the upbuilding of the company, and the fine spirit of friendliness which has characterized the Burt organization.

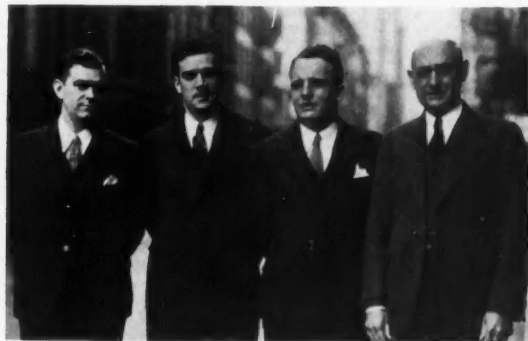
## Fritzsche Increases Sales Organization

Fritzsche Brothers, Inc., New York City has increased its sales organization by the addition of several new men which, together with a division of the territory under the personal direction of some of its most experienced executives will enable it to serve its customers in all parts of the United States more completely.

A part of the reorganization and expansion plan effective January 1, includes the appointment of B. F. Zimmer vice-president, of Chicago, as Western District Director of Sales west of the Mississippi river, and George L. Ringel, vice-president, Director of Sales east of the Mississippi river. General handling of all sales and disposition of the representatives will continue to be made from the New York office. Under the new arrangement Mr. Zimmer and Mr. Ringel will make trips throughout the territory over which they have jurisdiction to cooperate with field representatives and to afford a more intimate contact with the trade.

The Southern territory has been divided into two parts. The Western half of this territory will be covered from the New Orleans office; and the Eastern half from the Atlanta office. James F. Shumaker has joined the organization and will be attached to the Columbus, Ohio branch succeeding M. J. Niles who has been transferred to the Boston office in charge of the New England territory. Mr. Shumaker in association with James R. Eller will cover the states of Indiana, Ohio, West Virginia, Kentucky and Western Pennsylvania. George R. Fellows is a new member of the organization who will be located in Atlanta.

Arthur W. McKey who has served as Boston representative for over 30 years has retired from active



GEORGE R. FELLOWS, JAMES F. SHUMAKER, M. J. NILES AND GEORGE L. RINGEL

service but will continue to act in an advisory capacity in the furtherance of the company's interests in New England.

George Blaikie who has been in charge of the Los Angeles office is also retiring January 1, and the entire Pacific coast territory will be in charge of Stanley Crouch who will continue to make his headquarters in San Francisco. Larger stocks will be carried to serve the convenience of the company's growing list of customers on the coast.

## Amic Visiting Trade Here

Louis Amic of Etablissements Roure Bertrand Fils & Justin Dupont, Paris and Grasse, and Mrs. Amic arrived on the *Paris* November 20 for a visit of several weeks to their many American friends. Mr. Amic is making his headquarters with the George Silver Import Co., New York, American representative of his house.



LOUIS AMIC

After spending a few days in New York, Mr. and Mrs. Amic visited Toronto where they attended the dinner and mid-winter convention of the Association of Canadian Perfumers and Manufacturers of Toilet Preparations. Mrs. Amic then departed for Baltimore and Washington where she is spending some time visiting relatives and friends.

After calls on the trade in the metropolitan territory, Mr. Amic went to Chicago and will visit consumers in the Middle Western territory. He expects to return to France at the end of December.

Commenting on conditions as he sees them since his arrival, he reports that undoubtedly business in the toilet preparations industry here is better than at the time of his previous visit. He finds that trade in raw materials is much steadier and that demand from manufacturers of perfumes, soaps, and toilet preparations continues in good volume despite advance in prices of some floral products. The development of new products is a feature on which Mr. Amic especially commented and he reports American manufacturers continually on the search for new and improved raw materials for this purpose. He commented especially upon the fact that restaurants and places of amusement, as well as department stores and other retail shops, seem to be much busier than they were in 1932 and that the American public seems to be showing much greater confidence in the future.

## Philip I. Heuisler, Jr., Is Married

Philip I. Heuisler, Jr., was married to Miss Betty I. Kelly on November 28 at St. Williams Catholic Church, Tenn Hills, Md. Mr. Heuisler is associated with his father, Philip I. Heuisler, in the Maryland Glass Corp., Baltimore, Md.

## Roberson Now Sherwood Officer

Sherwood Petroleum Co., Inc., Brooklyn, N. Y., advises us that V. L. Roberson, who for four years has been manager of the Chicago branch, has been transferred to the main office of the company and has been elected vice-president and sales manager.

Before leaving Chicago to take up his new duties, Mr. Roberson announced the appointment of Robert T. Kennedy of Cincinnati to succeed him as manager of the Chicago branch. Mr. Kennedy is only thirty-one years old but has already won distinction in the selling field.

## Couderchet Joins Naugatuck Chemical

Maurice G. Couderchet who was formerly connected with Bruno Court, Grasse, France, arrived on the Rex November 29 and will in the future be associated with the Aromatics Division of the Naugatuck Chemical Co. Mr. Couderchet comes direct from Grasse and has been specializing in the sale of the colonial essential oils produced for Bruno Court by Compagnie Africaine des Plantes a Parfum, known throughout the world as C. A. P. P. He will be located at the New York office



B. T. BUSH



M. G. COUDERCHET

of Naugatuck where he will assist in the development of the American business of Bruno Court and C. A. P. P.

Naugatuck Chemical Co., now the American selling agent of Bruno Court and C. A. P. P., has been one of the progressive chemical manufacturers in America for more than thirty years. About two years ago it began to offer a line of aromatic chemicals produced at the Naugatuck, Conn. works and since that time this new line has received considerable recognition in the trade.

The company's entrance into the aromatic field is the outcome of research in the use of their available raw materials, and since this investigation became so intimately allied with essential oils and natural aromatic products, it was soon found necessary to enlarge the control laboratory to include specifications for testing all aromatic products. This led to the decision to complete facilities for offering a complete line of these products to the American consumers. The agreements with Bruno Court, C. A. P. P., as well as the Laboratories of Louis Bornand, Neuilly, France, were the result.

The Aromatic Division of Naugatuck Chemical Co. is under the direction of B. T. Bush whose many years of experience in the field have splendidly equipped him for this work.

The firm Bruno Court was established in Grasse in 1812 and its name and products are well known throughout the world. It distills essential oils indigenous to that particular locality and its floral products have for long had an excellent market in France and in America and other foreign countries. The house was one of the first in Grasse to extract the odor of flowers by the use of animal fats and it has adhered to the be-

lief that these pomades and the liquids made from them add the real value to perfumes. This particular business now forms an important part of Bruno Court's total manufacture.

The firm C. A. P. P. was organized in 1930 for the development of aromatic plants in the various French colonies. Its principal office is at Casablanca, Morocco, but other plants and branches have been established in Seba-Aioun in Morocco, Labé-Nadel in French Guinea, Addis Abeba in Abyssinia, Nossi Bé and Kenya. In these localities the company has acquired several thousand acres of property on which have been planted various aromatic products, some of which are now being harvested for extraction and distillation.

At the present time C. A. P. P. is manufacturing and offering a very excellent and interesting selection of new essential oils and extractions, as well as some of the better known ones, such as geranium, ylang ylang, oil of sweet orange and others, and the company is constantly expanding its production.

The Laboratories of Louis Bornand bring to Naugatuck the association that will be helpful in the production of special aromatic chemicals as well as a knowledge of their use in special perfume producing products. This association will give Naugatuck greater facilities for assisting its customers and following the policy of Naugatuck to bring to America knowledge and information regardless of the country of origin. Louis Appell of this company, who will arrive in America the first of this year, will be located at Naugatuck, Conn.

## Shipkoff Appoints Huisking Distributor

K. Theodore Shipkoff of Theodore K. Shipkoff & Co., Ltd., Sofia, Bulgaria, sailed on the *Majestic*, December 14 after a visit of a month. Mr. Shipkoff called on many of the friends of his house made through the many visits of his father, Theodore K. Shipkoff, head of the company, and of himself.



K. THEODORE SHIPKOFF

& Co., Inc., of which the late C. G. Euler was the president.

Mr. Shipkoff expressed himself as deeply grateful for the many courtesies extended him during his stay here by friends of his father and of his house, and pleased with the outlook for otto of rose in America provided the anticipated change in selling methods is adopted by the Bulgarian government.

He advises us that he believes a revised policy on the part of the new Bulgarian government will place the sale of otto of rose back into the hands of the established distillers, who for the last two years, have been unable to offer their own goods.

Charles L. Huisking & Co., Inc., New York, has been appointed distributing agent for Shipkoff otto of rose. The business in the United States was previously handled by Shipkoff



### Code Exempts Private Print Shops

In a new formal ruling, the N.R.A. has exempted private printing plants, doing label, circular and other work for manufacturers themselves and not for commercial sales, from the provisions of the Graphic Arts Code. Plants having but a single mechanical worker are wholly exempt but hour and wage rules of the code will apply to larger establishments. Trade practice rules are suspended for all.

### Parento Entertains Canadian Perfumers

Compagnie Parento, Ltd., of Toronto, affiliate of Compagnie Parento, Inc. of Croton-on-the-Hudson, N. Y., entertained the Montreal members of the Association of Canadian Perfumers and Manufacturers of Toilet Articles and their friends at the Queen's hotel, Montreal, November 14.

George T. Creighton, president of the association, acted as toast master and introduced Addington Doolittle, president, and E. C. Barton, secretary and treasurer, of Compagnie Parento, Ltd. Mr. Doolittle welcomed the group and Mr. Barton briefly described the motion pictures of the production of floral products secured by Mr. Doolittle on his trips to France and other centers of production. The pictures taken at the 1933 and 1934 conventions of the Canadian Association were also shown, together with a film of the departure of J. R. Kennedy, vice-president of the United Drug Co., Ltd., on his recent trip to Europe.

Dr. C. F. H. Allen and a group of his associates from McGill University were present and expressed unusual interest in the pictures. The accompanying photograph shows the group seated at dinner. Outside the table and from left to right are H. Rudoff, L. Gilman, J. B. Normington, D. M. Young, Dr. C. F. H. Allen, L. F. Halley, R. Martineau, G. H. Marceau, A. Doolittle, G. T. Creighton, E. C. Barton, A. Bellefontaine, R. H. Smith, P. R. Pariseau, John Ritchie, A. T. Mosher, Andre Borel, W. Beauchamp.

Inside the table and reading from left to right are Reddington Samuels, W. L. Lillico, J. L. Shannon, R. V. V. Nicholls, C. C. Stewart and J. M. Fairbairn.

### Bagaroff Visits Trade Here

Jean Bagaroff, head of Bagaroff Frères, Sofia, Bulgaria, has been spending several weeks in the United States visiting the American trade. His reports coincide with those of other rose oil interests and are to the effect that distillation and sale of oil is likely to be returned to the hands of the regular distillers under the new governmental regime.

### Magnus Speaks on "Recovery"

P. C. Magnus, president of Magnus, Mabee & Reynard, Inc., and president of the New York Board of Trade, Inc., was a guest speaker at the annual convention of the Southwestern Drug Co., wholesalers, with branches in several Texas and Arizona cities. Mr. Magnus' address on "Recovery" was broadcast over a Southwestern chain. In it he said that his observation of condition in that territory indicated that business during the coming year was likely to continue to improve and that conditions throughout Texas and the Southwest seem to be excellent.

Upon his return to New York he presided at the monthly luncheon of the New York Board of Trade, Inc., and introduced Miss Frances Perkins, U. S. Secretary of Labor, who was the principal speaker.

### MacDonald Home for Christmas

George R. MacDonald, who represents Ungerer & Co. in New England territory, is spending Christmas at his home in Westfield, N. J. Mr. MacDonald is very much on the go, working from his new and very pleasant quarters, 800 Statler building, Boston.

### Trade Laboratories in Larger Quarters

Trade Laboratories, Inc., advises us that it has moved to much larger and more suitable quarters at 412 Halsey street, Newark. The telephone is Market 2-7517. Trade Laboratories was organized twenty years ago and has been extremely successful in supplying merchandise for syndicate and department stores.



### N. Conway a Continental Can Director

Directors of Continental Can Co., Inc., have elected Norton Conway a director to fill the vacancy caused by the resignation of Matthew C. Brush.

### Branch Now Representing Florasynth

Florasynth Laboratories, Inc., New York, has advised us of the appointment of William B. Branch as representative in the South-eastern states. Mr. Branch is located at 1415 Candler building, Atlanta, and is covering Georgia and a part of Tennessee at present. Early next month, he will make a trip through the principal cities of Mississippi, Alabama and Florida, and, if the results of the trip are up to expectations, Florasynth will establish a branch office in Atlanta to take care of this trade.

Mr. Branch is well acquainted with the cosmetic and flavoring extract industries throughout the territory and his reports indicate a growing interest in Florasynth products in that section.



WILLIAM B. BRANCH

### D.E.A. Picciano Leaves Parento

D. E. A. Picciano, until recently vice-president of Compagnie Parento, Inc., Croton-on-Hudson, N. Y., and special sales representative through the Middle East, has resigned.

He is taking a short vacation and says he will advise us of his new plans.

### First Opens New Machinery Dept.

First Machinery Corp., New York, which has been extremely successful in the used machinery and equipment field in the toilet goods industry, has now added a new department which will be operated as a division distinct from that which handles rebuilt machinery. This new department will be known as the "New Machinery Department" and will be under the supervision of Mike Firstenberg.

Mr. Firstenberg advises us that he is establishing a separate sales organization with a separate showroom occupying a special section of the company's quarters at 419 Lafayette street. The firm is agent for Liquid Carbonic Corp. ("National" labelers) and other manufacturers. The accompanying photograph shows a portion of the space devoted to the new department.



### Michigan Association Has Xmas Party

The Second Annual Christmas Party and Ladies Night of the Michigan Cosmetic & Extract Association was held at the Northwood inn, near Detroit, December 14th. Among the out-of-towners present, were C. A. Hanley, Felton Chemical Co.; A. Doolittle, president, Compagnie Parento, Inc.; Asa B. Foster, sales manager, D. W. Hutchinson Co., Inc.; F. C. Theile, president, P. R. Dreyer Inc.

Numerous prizes were given by members of the industry, the greatest number coming from Herb Brown, indirectly perhaps, but given nevertheless. Herb was responsible for 10 prizes which he diplomatically obtained from his originals. A "souvenir box" was given to every member present, special boxes being given to each the ladies and men. A floor show, including a famous dance team who gave their interpretation of the Carioca, appeared twice during the evening. President Colter was later seen dancing with the charming female half of the dance team. Ray Vicary and Mr. Hedke had charge of the ticket drawing for door prizes. Pat O'Rourke convalescing from an operation was there big as ever. "Mac" MacDonald was heard all over the place as was Jeff Snider. Ed Orrell was seen several times during the floor show gesticulating with his hands; he must have been trying to show his wife the shape of a milk bottle with its several curves.

The numerous items of the "souvenir box" were donated through the generosity of both local and national manufacturers.

The party was the merriest the Association ever had, attendance exceeding the number tickets sold, because of late comers-in. The third annual party will in all probability not be able to exceed the second, at least not to a great extent. It simply couldn't. The credit for the success of the party goes to Doc Cole, Paul Porier, Ray Vicary, and Otto Wegner all of whom worked most diligently. Of the group Doc Cole stands out as the one most responsible, for so fine a party. Thanks, Doc Cole, the boys all appreciate the fine work you are doing.

## Warren E. Eaton

Warren E. Eaton, executive of the Norwich Pharmacal Co., Norwich, N. Y., was killed December 1 when he fell from one of two gliders being towed over Biscayne Bay off Miami, Fla., and dropped 1,200 feet, landing in three feet of water. He was 46 years old.

Mr. Eaton was one of the most expert glider operators in the United States and was president of the Soaring Society of America. He had been associated in gliding activities with Richard C. du Pont, holder of the world record for long distance glider flight. In his fatal flight he was accompanied by Harold Bowen, also of Norwich, who piloted the other glider to a safe landing and by E. Paul du Pont, Jr., of Wilmington, Del., who was in the towing plane.

He leaves his wife, a son, two daughters, and two brothers, Melvin C. Eaton, vice-president of the Norwich Pharmacal Co. and chairman of the New York State Republican Committee, and Robert S. Eaton, treasurer of the Norwich company.

## Armand Batta

Armand Batta, formerly president of the Belgian Trading Co., New York essential oil dealers, died November 17 at his home in Roselle Park, N. J., at the age of 75. Born in Belgium, Mr. Batta spent much time in the United States. He was organizer of the first Belgian Relief fund during the early part of the World War and for this work was decorated by the late King Albert. He was a member of the Liederkranz Singing Society of Elizabeth, N. J. Surviving are his son, Leo Batta, who lives in Belgium, and a daughter Mrs. Nelson Barlo of Pawtucket, R. I.

## Herbert G. Lowe

Herbert G. Lowe, president of the Lowe Paper Co., Ridgefield, N. J., died at his home in that city on November 25, following a stroke which he suffered the previous evening. For several years he had been partly retired from business.

Mr. Lowe was born and educated in Fitchburg, Mass., and founded the paper company which bears his name in 1905. He leaves his wife, Mary Vaughn Lowe, and two sons, Donald V. and Malcolm G. Lowe, both officers of the Lowe Paper Co.

## Joseph Abraham

Joseph Abraham, 72, for twenty-four years a chemist with Frederick Stearns & Co., Detroit, was killed in an automobile accident in front of his home at Mount Clemens, Mich., on December 3. He was born in England. A prominent Mason, he was made a life member of his lodge at special ceremonies a week before his death. He leaves his widow, with whom he celebrated his golden wedding anniversary last February.

## Alexander Ruthven

Alexander Ruthven, one of the partners of P. Samuelson & Co., of London, died in London November 24 at the age of 57. Mr. Ruthven's company is known in the United States through its agents Dodge & Olcott Co., New York, who represent it for the sale of "Ambreine".

## Chicago Trade Notes

WHILE the 13th, may be considered an unlucky day by some people and hold superstitions and hoodoos for others, it proved just to the contrary for all the lucky members who made their reservations early enough to attend the 26th annual Christmas party and banquet of the Chicago Perfumery Soap & Extract Association, at the Knickerbocker hotel. Over 500 guests filled the spacious Crystal Ballroom and balcony to its utmost capacity, and the entertainment committee extend their sincere regrets to the members, who failed to make the necessary reservations and who were unable to secure accommodations when they arrived at the scene of the festivities. Taking advantage of the hour that preceded the dinner, impromptu cocktail parties, held forth throughout the ballroom, so that all appetites were keyed to perfection, to enjoy the wonderful meal that the Knickerbocker hotel chef had promised in advance, and he certainly made good on his promise. The ever changing vari-colored electric scheme, formed a perfect background for the beautiful ladies bedecked in their magnificent costumes, tripping the light fantastic to the enjoyable dance music of Doctor Joe Rudolph and his radio orchestra. Riley and Goss, the booking agents, who have for many years furnished the entertainment talent for the perfumers' parties, added to their laurels, by securing the services of such well known stars as the Bertray Sisters, Lillian Reynolds, Lucille Long, and the dancing team of Audrey and Severin with Clarence Stroud acting as Master of Ceremonies. The show being divided into three sections and generously interspersed with dancing, kept the enthusiasm of the guests at the highest pitch until the early hours of morning. An added attraction to the party this year was the awarding of 15 beautiful door prizes made possible by the donations of the following members who were unable to contribute to the regular souvenir bag: A. C. Drury & Co., Goldschmidt Corp., Walter H. Jelly & Co., Orbis Products Trading Co., Chas. Pfizer & Co., E. M. Tysdal, Frank Vliet Co., N. B. Wolfe, Victor Chemical Works, Fritzsche Brothers, Inc., Neumann-Buslee & Wolfe, Inc.

Following their traditional custom, the association presented each lady with a huge souvenir bag, containing a most elaborate assortment of toilet articles, which were generously donated by the following manufacturing firms: American Can Co., American Distilling Co., Acme Powder Puff Co., Armand Co., Aljo Press, Bristol-Myers Co., Nuway Shave, Bunte Bros. Candy Co., F. N. Burt Co., Ltd., Bridgeport Metal Goods Mfg. Co., Cal Aspirin, Chamberlain Laboratories, Chicago Cork Works, Closure Service Co., Colgate-Palmolive-Peet Co., Comfort Mfg. Co., Compagnie Parento, Inc., Carr-Lowrey Glass Co., Chippewa Paper Products Co., Atlas Box Co., Dodge & Olcott Co., P. R. Dreyer, Inc., Diamond Alkali Co., Emerson Drug Co., F. W. Fitch & Co., Marshall Field & Co., Franco-American Hygienic Co., Federal Pure Food Products Co., Givaudan-Delawanna, Inc., Hazel-Atlas Glass Co., Horlicks Malted Milk Co., Helfrich Laboratories, Inc., Johnson & Johnson, Inc., Richard M. Krause, Inc., Luxor, Ltd., Geo. Lueders & Co., Maybelline Co., Merck & Co., Inc., McKesson & Robbins, Inc., Owens-Illinois Glass Co., Ovelmo Co., L. Perrigo Co., Procter & Gamble Co., Miller Mfg. Co., Pepsodent Co., Pharma-

Craft Co., Petrolagar Corp., W. C. Ritchie & Co., Solo Laboratories, Scovill Mfg. Co., Geo. Silver Import Co., Dr. Scholl Laboratories, Swindell Bros., Albert Verley, Inc., van Ameringen-Haebler, Inc., G. W. Van Kirk & Associates, Western Co., Allen B. Wrisley Co., Wertham Bag Co., Walgreen Drug Co., J. R. Watkins Co., Abbott Laboratories, Mousanto Chemical Works, L. Sonneborn & Sons.

### Wolfe and Buslee Vacationing

Some people have all the luck when it comes to vacations. For instance John H. Neumann of Neumann-Buslee & Wolfe, Inc., missed the Chicago snow storm by leaving for Florida the day before the storm, and will spend about six weeks in the balmy south trying his luck tarpon fishing. J. Emmett Wolfe of the same firm, hopped on a train for California where he will remain during the entire winter.

### Walgreen Advances Gile

Orville Gile, district manager in charge of Walgreen Co. Milwaukee stores, has been promoted to supervisor of all Walgreen stores in the Eastern district which includes Rochester, New York city, Philadelphia and Pittsburgh. Mr. Gile, who has been with Walgreen since Oct. 1, 1930, was promoted to district manager of the Milwaukee stores on May 1, 1933. He is being succeeded in Milwaukee by Francis J. Maloney, with Walgreen for several years.

### Helfrich Heads Perfumers

The annual business meeting and election of officers of the Chicago Perfumery, Soap & Extract Association was held December 18 at the Hamilton Club with a record attendance of the membership. The ticket of the regular nominating committee, headed by J. H. Helfrich for president, George A. Wrisley for vice-president, and W. Kedzie Teller for secretary and treasurer, was elected. Mr. Helfrich, president of the Helfrich Laboratories, Inc., served as vice-president during the past year, while Mr. Teller has acted as secretary and treasurer for the past two years. Mr. Wrisley is associated with the Allen B. Wrisley Co.

### Perfumers Bowling Tournament

The Chicago Perfumery Soap & Extract Association held its Thanksgiving bowling tournament on November 21, and 26 members turned out to demonstrate their skill and try to capture one of the 15 prizes which were awarded for high scores. The following were winners:

	Net	Handicap	Gross
Walter H. Jelly....	523	102	625
S. J. Vance .....	467	105	572
J. DeLorme .....	422	120	542
C. A. Sequin .....	432	105	537
L. T. Williams ....	436	96	532
M. B. Vance .....	468	52	520
P. H. Pettet .....	465	54	519
M. Sroka .....	431	84	515
V. W. Franzen ....	397	117	514
D. M. Clark .....	404	102	506
A. M. Burgh .....	457	48	505
A. Miller .....	398	99	497
M. Susanka .....	381	111	492
Guest prize	Walter Trettin scratch		460
Consolation prize	T. Tysdalle	"	216

### New Yorkers Visit Chicago Trade

J. Vollbehr of A. Maschmeyer, Inc., New York, visited the Chicago trade the week of December 10 in company with Chicago representative, W. H. Jelly & Co. A. H. Vliet of Frank Vliet Co., New York also represented in Chicago by Walter H. Jelly & Co., was a visitor to the trade this month, and remained over to attend the banquet of the Chicago Perfumery Soap & Extract Association. Burton T. Bush of Naugatuck Chemical Co., New York, was also a guest of Walter Jelly at the banquet.

F. C. Theile, president of P. R. Dreyer, Inc., spent a few days during the week of December 11 calling on the trade with his Chicago representative Wm. H. Schutte.

### Abbott Moves Chicago Office

Abbott Laboratories, pharmaceutical chemists located in North Chicago, Illinois, have moved their Chicago sales offices and warehouse to larger quarters at 111 North Canal street, and will discontinue the branch at 28 East Ohio street after January 1.



J. H. HELFRICH



GEORGE A. WRISLEY



W. KEDZIE TELLER



## Circulars, Price Lists, etc.

**E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.**—"Brilliant Avicol."

**Gardinol Corp., Wilmington, Del.**—"Gardinol."—These handy manuals review the progress that has been made in the use of alcohol sulfates as detergents and softening and finishing agents in the textile industry. Both handbooks are thumb-indexed for convenience and outline the properties of the products and their uses in the processing of cotton and linen, wool, silk and rayon. The du Pont organization acts as selling agents for the "Gardinol" series, as do the National Aniline & Chemical Co., New York, and the Procter & Gamble Co., Cincinnati.

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**McCormick & Co., Baltimore, Md.**—*Review of F. T. C. Decisions on Flavors.*—Charles P. McCormick, president of the company has prepared and released an abstract of recent Federal Trade Commission decisions on flavoring extracts. This has been mimeographed and is available to interested parties. It gives clearly and briefly the latest rulings of the commission on the subject of flavors.

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**Martha Matilda Harper, Inc., Rochester, N. Y.**—"Harper Method Progress," November, 1934.—Ideas for promoting business during the Christmas season feature this issue. Announcement is made of the Harper Method convention to be held at the Hotel Astor, New York, from January 13 to 15.

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**General Plastics, Inc., North Tonawanda, N. Y.**—"Plastic Jars Out of Experimental Stage."—"That cream jars molded of plastic material are gaining ground in the drug and cosmetic fields seems evident from this



group photo. All of the containers shown here are molded of General Plastics' special inert 'Durez,' and the products packed in them range from lanolin to cold creams and high water-content cleansing creams. Decided weight savings, feminine appeal, a brand-new sleek appearance, and less-than-normal moisture loss are the reasons for switching, according to a poll of the various users, many of whom have been using the new-type jar for months, the manufacturers report."

**Alsop Engineering Corp., New York.**—"Hy-Speed" Liquid-Handling Equipment.—"This bulletin illustrates the principal units in the complete line of 'Hy-Speed' mixers, filters, bottle fillers and glass coated tanks. The general characteristics and capacities of the machines are explained briefly in each instance."

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**Owens-Illinois Glass Co., Toledo.**—*Photograph of Bathroom Bottle Set.*—"Here is a handsome bathroom bottle set of frosted glass, with metallic labels and black-glass stoppers, set up on a black-glass tray



which has appeal to every householder, man or woman. The ground glass stoppers fit snugly to the bottle and the entire set has not only beauty but utility on the bathroom shelf or dresser. The set is handmade at the Chicago Heights plant of Owens-Illinois Glass Co., Toledo, and its sales possibilities will be self-evident to many who deal in profit-making specialties of this character."

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**Magnus, Mabey & Reynard, Inc., New York.**—*Price List and Catalogue, November-December, 1934.*—The company's complete offerings of essential oils, balsams, aromatic chemicals, oleoresins, colors, flavoring materials and basic perfuming products are presented in this bi-monthly booklet, together with current price quotations.

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**Armstrong Cork & Insulation Co., Lancaster, Pa.**—"Modern Closures for Modern Packages," November, 1934.—A discussion of "Sample Package Closures" features the trial size bottles of the hair preparations of the F. W. Fitch Co. Other items featured in this issue are the new Cologne bottles of Puritan Cosmetics, Inc., and the "Crown" lavender smelling salts, distributed by Schieffelin & Co., Inc.

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**Rossville Commercial Alcohol Corp., Terre Haute, Ind.**—"Alcohol Talks," December, 1934.—"The Grass That Is Corn" is the title of this discussion, covering the history of this grain and its modern distillation into alcohol.

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**Kelpex Laboratories, Inc., Seattle, Wash.**—"Kelpex Toiletries."—The company's shampoo, soap, powder and foot paste, made from sea kelp, are described.

**Florasynt Laboratories, Inc., New York.**—*Wholesale Price List, November-December, 1934.*—In this bi-monthly catalog are listed the company's essential oils, aromatic chemicals, flavoring materials and miscellaneous sundries. Latest prices are given.

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**Hazel Atlas Glass Co., Wheeling, W. Va.**—*Lockwood-Brackett Gift Sets.*—The company has advised us that the bottles in the handsome gift sets of



Lockwood-Brackett Co., Boston, shown in the accompanying illustration, were designed and manufactured by Hazel-Atlas. The glassware adds materially to the attractiveness of these popular sets.

\* \* \* \*

**American Pharmaceutical Manufacturers' Association.**—*Proceedings.*—In this 400-page volume are included not only full details of the association's semi-annual meeting in November, 1933, and its annual session in June, 1934, but also several highly interesting reports of its research board and a number of important discussions of problems affecting the industry.

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**Budd Aromatic Chemical Co., Inc., New York.**—*Price List.*—Latest price quotations are given in a most convenient way in this attractively assembled brochure. A thin index at the right divides the various products such as basic perfume specialties, powder specialties; perfume, cream and lipstick; paraclors, water soluble, bath salt; insecticides, deodorants, soap perfume; aromatic chemicals; essential oils; terpeneless oils, oilco-resins and flavoring specialties.

An introductory page points out the service of the company in creating individual perfumes for special needs, and a concluding page refers to the quality standards and terms under which the products of the company are sold. A copy is available to anyone interested on request to the company.

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**Givaudan-Delawanna, Inc., New York.**—*"The Givaudanian," November, 1934.*—The current issue of this very interesting house organ contains the result of a survey made by Givaudan-Delawanna, Inc., showing what odors are most disagreeable to more than three hundred and fifty readers of *The Givaudanian*. The

replies were chiefly from men, only sixty-one being from women.

The results compare very closely with those of the Cramer & Krasselt survey, the results of which appeared originally in *World's Work* and were reprinted in *THE AMERICAN PERFUMER*. Through the courtesy of Givaudan-Delawanna, Inc. we present tables showing the results of their survey:—

*Percentage of Total Votes Registered in Order of Decreasing Dislikes*

	% Like	% Dislike	% Neutral	% Dislike+ Neutral
1 Glue .....	3	85	12	97
2 Kerosene .....	10	65	25	90
3 Drying Paint .....	19	63	18	81
4 Dry Cleaning Fluid .....	11	61	28	89
5 Dyed Fur .....	6	60	34	94
6 Raincoats .....	10	59	31	90
7 Rubber Footwear .....	12	59	29	88
8 Gasoline .....	16	59	25	84
9 Drying Varnish .....	19	57	24	81
10 Drying Lacquer .....	24	56	20	76
11 Oilcloth .....	20	55	25	80
12 Rubber Goods .....	14	54	32	86
13 Ammonia .....	26	54	20	74
14 Moth Balls .....	24	52	24	76
15 Leather, Artificial .....	15	50	35	85
16 Printing Ink .....	17	49	34	83
17 Celluloid .....	23	47	30	77
18 Shoe Polish .....	28	47	25	72
19 Carbolic Acid .....	37	47	16	63
20 Metal Polish .....	14	46	40	86
21 Turpentine .....	32	46	22	68
22 New Window Shades .....	10	45	45	90
23 New Wallpaper .....	13	44	43	87
24 Newspapers .....	21	40	39	79
25 New Magazine .....	27	38	35	73
26 Linoleum .....	25	35	40	75
27 Furniture Polish .....	33	32	35	67
28 Library Paste .....	39	32	29	61
29 Auto Polish .....	21	30	49	79
30 Candle Wax .....	23	29	48	77
31 New Carpet .....	24	25	51	76
32 Floor Wax .....	32	23	45	68
33 Leather, Genuine .....	59	20	21	41
34 New Shoes .....	46	19	35	54
35 New Woolens .....	34	18	48	66
36 Fresh Laundry .....	61	16	23	39
37 New Silk .....	28	15	57	72

## Book Reviews

### Anti-Cosmetics Propaganda

**SKIN DEEP**, by M. C. Phillips, of Consumers' Research. 254 pages. Published by The Vanguard Press, New York. Price \$2.

The subtitle of this book is "The Truth About Beauty Aids—Safe and Harmful." Chapters are devoted to face and talcum powders, creams, lipstick, rouge and eyelash preparations, astringents, soaps, the care of the hair, cosmetics advertising, etc. There is a long chapter on reducing which has little if any relevant connection with the stated purpose of the book; this is true also of a chapter on diet which is merely a repetition of familiar advice and suggestions.

Miss Phillips, who is, it seems, connected with Consumers' Research, gives powders, creams, soaps, lipstick and rouge, nail polishes and deodorants a fairly clean bill of health. Cold cream, she believes, is the only cream women really need. Miss Phillips is strong for

economy, and gives two cold cream recipes which the local druggist can put up. One of these costs, for materials only, 50 cents for 2 1/4 oz.; the other 46 cents for approximately 3 oz. Probably the author would be somewhat surprised at the total cost of these creams when properly packaged, merchandised and distributed—even without advertising or profits, these being two factors in the marketing of merchandise which are anathema to the economic school to which she seems to belong.

The author is strongly opposed to astringents and makes a strong case against them, although her conclusions are hardly as definitive as she would lead her readers to believe. She has plenty of authority, however, for her stern denunciations of certain hair tonics and dyes, and is justly critical of the prices charged for certain lotions and skin tonics. She launches her heaviest artillery against the sulfide type of depilatories. Her wholesale denunciation of these hair removers is not justified by public experience with them, although it is true that the advertising of many of them has been extremely misleading.

This book is, of course, intended for the ultimate consumer of cosmetics, and it seems as if that person, unless uncommonly artless and unsophisticated, can hardly fail to note the manner in which the names of two discredited and highly objectionable preparations are repeated again and again throughout the book, regardless of their pertinence or irrelevance to the topic under discussion. One of the products, at least, is now off the market and few people ever heard of either of them until their unsavory record was disclosed in the Tugwell "Chamber of Horrors," and trumpeted up and down the land as typical examples of beauty products.

The utterly uninformed reader would gain from Miss Phillips' book the impression that the industry as a whole stands squarely behind the makers of such abhorrent products. Without the slightest qualification she says, "A manufacturer's idea of proof that a particular cosmetic is harmful seems to be a death certificate . . . Manufacturers, with eyes on profits, may be willing to wait until presented with death certificates of persons killed with their products." Again: "Even a slight suspicion cast on the safety or the efficacy of any product in the cosmetic field is viewed with alarm by manufacturers . . . It is obvious that a prosperous business such as this would seriously and forcefully object to the curtailing of its activities in the interests of consumer health."

Miss Phillips is especially violent in her criticisms of publications which carry cosmetics advertising—especially the women's magazines. In the five leaders in this field of journalism she has been able to find the advertising of 12 products to which she objects. Three of these are not cosmetics, and her objections to three or four others are exceedingly flimsy. Yet upon this ground and this only she says: "The wisest course to pursue with respect to the women's magazines is to read the stories if you find them interesting, admire the pictures if you find them attractive, let the children cut them up finally for paper dolls, but *don't* rely upon their advertisements to guide you in your choice of cosmetics, or indeed, any other products that is of the slightest importance to you."

If this book were placed in the hands of every woman in the land, and if every woman implicitly

believed it and followed the advice given in it, the result would be serious indeed. But it is unlikely that many who read it will fail to note its inconsistencies and exaggerations—and there will be many who will regard it as only another chapter in a campaign of propaganda whose purpose is to bring about a revolution in American industrial organization and method, and eliminate advertising as a factor in marketing.

Miss Phillips supports her arguments by citations from many sources, some of them vague and anonymous. It is to be regretted that her industrious combing of source material did not lead her to a file of *THE AMERICAN PERFUMER*, in the columns of which she would find ample instances of severely adverse criticism of all the evils she deplors, and a far more vigorous and comprehensive presentation of the frauds and follies of certain types of advertising than is made in her book.

LEROY FAIRMAN.

## New Incorporations

Arany Inc., 432 Fourth avenue, New York, cosmetics; 100 shares of no par value stock. Incorporators: Armand R. Arany, 261 Seaman avenue, New York; Frank Lowenstein, 55 Payson avenue, New York; Denise Lowenstein, 55 Payson avenue, New York. Filed by Max Teitelbaum, 113 West 42nd street, New York.

Beauty-Sheen Corp., New York, cosmetics; \$10,000. Filed by Max Lange, 136 Liberty street, New York.

Burton Products Corp., Richmond, Va., drugs, toilet preparations; \$15,000. W. C. Burton, Sr., president.

D. & R. Manufacturing Co., Inc., Niagara Falls, N. Y., soaps; 100 shares of no par value stock. Filed by Watts & Findlay, Niagara Falls, N. Y.

Delba Products Co., 2214 North Main street, Dayton, O., cosmetics. Incorporators: Merrit J. Stevens, Harold T. Fairchild, Chester A. Garber.

Sterling Manufacturing Co., Jersey City, N. J., cosmetics; \$20,000. Agent: Joseph M. Milberg.

Velvo Products, Inc., New York, cosmetics; \$20,000. Incorporators: Meyer Schiff, 1247 Grant avenue, New York; Helen Lichtenstein, 1485 Fulton avenue, New York; Benjamin Messinger, 302 Broadway, New York. Filed by Hoenig & Hoenig, 302 Broadway, New York.

Westphalia Manufacturing Co., 38 Montgomery street, Jersey City, N. J., cosmetics; \$10,000 in capital stock at \$10 a share. Incorporators: Philip M. Prusak, Jersey City, N. J.; Jennie Haber, Brooklyn, N. Y.; Louis Haber, New York.

## Business Records

### Reorganization Proceedings

H. Michelsen Co., Ltd., 145 Hudson street, New York, cosmetics, has filed voluntary proceedings to effect a reorganization under Section 77-B of the Bankruptcy Law. The petition lists liabilities of \$9,042 and assets of \$5,622. According to the petition, the business was founded in 1868 at St. Thomas, Virgin Islands, by Henry W. C. Michelsen, and the company owns several trade marks, including one for "Michelsen" bay rum.

# Canadian News and Notes

**T**HE Association of Canadian Perfumers and Manufacturers of Toilet Articles held a semi-annual convention at the Royal York hotel, Toronto, December 3.

The most important business coming before the session was the recent imposition of a 10% Excise Tax in addition to regular sales and business taxes paid by other industries on the part of the Dominion government. A delegation comprising Robert Carr of Perth, Gerald A. Johnson of Toronto, vice-presidents of the Association, and Thomas Haugland of Montreal, past president, was appointed to carry a protest to Honorable E. N. Rhodes, the Federal Minister of Finance.

Practically the entire membership of the Association was present at the session and more than one hundred attended the luncheon. Mr. Johnson, who is Canadian manager of the Richard Hudnut Co. of Toronto, was elected vice-president to fill a recent vacancy.

The evening was devoted to the convention banquet, which was extremely well attended and was acclaimed as one of the most successful affairs of its type the organization has conducted in recent years. Among those in attendance were a number of guests from the United States, including Cecil Smith, president of the Associated Manufacturers of Toilet Articles. Members of the committee in charge of the banquet were Fred Fielder, Jack Deegan, Stan Beardmore and Art Poole.

George T. Creighton is president of the Association of Canadian Perfumers and Manufacturers of Toilet Articles, and J. R. Kennedy served as general chairman of the semi-annual convention.

## Ottawa Druggists Dine

Over 100 guests attended a delightful supper and dance held at the Chateau Laurier, Ottawa, Ont., by the Ottawa Druggists' Association. The guests were received by D. J. Corkery, chairman of the entertainment committee with Mrs. Corkery and Mr. and Mrs. Louis Cohen. Excellent music was provided by a dance orchestra, and those who did not indulge in this pastime played cards.

## Yardley Presents Gift Sets

Yardley & Co. (Canada), Ltd., have announced a fast moving line of gift sets in the toiletry field. The company is offering a variety of numbers in exceptionally attractive containers comprising a wide range of combinations and various prices. As in the case of former years, these gift sets are being widely advertised in national magazines and daily newspapers.

## Count de Pourtales Visits Canada

Count Eric Louis de Pourtales, head of Renaud, Paris perfume manufacturers, recently visited Toronto on a business trip. The Count's title dates back to Napoleonic days when at the Battle of Wagram in Austria an illustrious ancestor swam across the stream and brought back pontoons to the other side.

"Perfume has national characteristics" he stated. "The Anglo-Saxons prefer lighter perfumes while European continentals have a marked preference for heavy scents."

## Reid with Harriet Hubbard Ayer

The many friends in the trade of C. Douglas Reid, who was formerly department manager of the Robert Simpson Co., Ltd., Montreal, were glad to hear of his new appointment with the well-known firm of Harriet Hubbard Ayer of Canada, Ltd. in Eastern Canada. He has charge of sales in that territory.

Mr. Reid started his career in the store of the Ritchie Co., Ltd., Belleville, Ont., which later became one of the Canadian Department Stores, Ltd. During the war he served in the Royal Flying Corps before returning to take up his business career. He was appointed group supervisor for the Robert Simpson Co., Ltd., Toronto, in 1927 and was later transferred to Montreal as manager of several departments for the John Murphy Co., Ltd., which later was changed to Robert Simpson of Montreal, Ltd.

## Valmont Offers "Kolynos" Deal

Valmont of Canada, Ltd., Walkerville, Ont., recently announced a 15-day free offer on "Kolynos" Dental cream. With every two dozen tubes purchaser, four tubes were given free; with every one dozen purchased, one tube was given free. The offer was made available to retailers through wholesale houses.

## Kennedy Addresses Kiwanians

Speaking before the Border Cities Kiwanis Club at a recent luncheon given at the Prince Edward Hotel, Windsor, Ont., J. R. Kennedy, vice-president and manager of the toilet goods department of the United Drug Co., Toronto, said that the glass industry is the oldest in the world.

## Whitlow Reduces Prices on "Forhan's"

Fred J. Whitlow & Co., Ltd., Toronto, Canadian distributors for "Forhan's" tooth paste, are advertising a reduction in the list price, the absorbing of sales and luxury taxes, a free goods offer and minimum resale prices for this product. The free goods offer will be in effect until December 31, by which all buyers will receive one tube free with each dozen purchased. The advertising of "Forhan's" toothpaste will continue in Canadian magazines and newspapers from coast to coast and the well known slogan "Four out of Five" will be much in evidence throughout Canada. The distributors will use every effort to see that the minimum prices are maintained, thus guaranteeing a reasonable profit on this product.



GEORGE T. CREIGHTON



## Pharmacy College Merger Planned

At the last O.R.D.A. Convention held in Windsor June 18-20, an invitation was extended to the Council of the O.R.D.A. to attend a meeting of the O.C.P. Council in November to discuss the proposed amalgamation of the Ontario College of Pharmacy with the University of Toronto and other matters of interest to the druggists of Ontario. The following members of the O.R.D.A. Council accepted the invitation and attended the meeting—honorary president, H. W. Shoemaker; past president, W. O. Austin; president, F. J. Stevenson; second vice-president, C. P. Dolan, and a number of district representatives. A resolution was read at the meeting recommending that the Council of the Ontario College of Pharmacy be asked to ascertain the details of an agreement which would result in amalgamation of the O.C.P. with the University of Toronto. Some of the reasons which were stated as prompting the amalgamation idea were: first, that in all provinces except Ontario, the teaching of druggists was done in the universities; second, in Ontario, various professions such as medicine, dentistry, religion, teaching and engineering, are all taught in universities. It was felt that for the Ontario College of Pharmacy to be amalgamated with the University of Toronto, would add prestige to the former organization and give protection to its practitioners and instill pride in its members, resulting in better service to the public.

## "Cutex" Hand Cream Offered

The Northam Warren Co., Montreal, Que., is offering a new large size jar of "Cutex" hand cream packed in a carton. "Cutex" hand cream is both a finishing and lubricating type of cream, imparting a soft texture to the skin. It is pleasingly fragrant. It comes in one size only and may be secured at all drug and department stores.

## Monograph on Surface Tension

Arno Müller of Geneva, who is associated with Eugene Allondon, is the author of a monograph of twenty-seven pages published in the November issue of the *Journal für Praktische Chemie* and reprinted by that journal. Mr. Müller reports on his studies of the surface tension and capillary action of essential oils and his work contains a table covering all the principal oils with data for each.

## Abstracts of U.S.P. Changes Out

The Committee on Revision of the United States Pharmacopoeia has issued the first of a series of abstracts of proposed changes and revisions to be made in the forthcoming U.S.P. XI. This section is devoted to changes in the monographs on inorganic chemicals and is issued so that interested parties may follow the work of revision. Dr. E. Fullerton Cook, chairman of the committee suggests that comments are invited and that the work of revision is by no means complete with the issuance of these abstracts. Others on other branches will be prepared as rapidly as work can be completed. Requests for copies should be addressed to Dr. Cook at 43rd street and Woodland avenue, Philadelphia.

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Ave., New York.

### TRADE MARKS UNDER UNFAIR COMPETITION ACT OF 1932

Design: Kneeling figure of a girl in outline, superimposed upon a large capital "R." Toilet preparations. Establishments Rigaud, Inc., New York.

"Desoil." Chemical detergent with or without soap. Cowles Detergent Co., Cleveland, O.

"Amron." Toilet preparations. Alfred F. Collins, assignee of Norma Cynthia Redfern (trading as the Amron Laboratories), both of Toronto, Ont.

"Canadian Beauty." Soap. Famous Foods, Ltd., Vancouver, B. C.

"Nyad." Soaps, hair tonics and cosmetic containers. Frederick Stearns & Co. of Canada, Ltd., Windsor, Ont.

"Milma." Tooth paste. Chas. H. Phillips Chemical Co., Stamford, Conn.

"Vita-Cell." Deodorant. Joseph G. Godissart, Los Angeles, Cal.

### Patents

345,885. Deodorant. James Goldwin Wright, George Albert Graham and Alfred Keith Light, co-inventors, all of Ottawa, Ont.  
346,115. Powder puff. Paul Parisot, Paris, France.

### Designs

Design for a handbag. Elizabeth Arden of Canada, Ltd., Toronto, Ont.

Design for a bottle, dominant features of which are a plurality of sides with longitudinally extending ribs at the corners thereof. Capstan Glass Co., Connellsville, Pa.

## German Production of Cosmetics

The German Bureau of Statistics reports that the production of the German cosmetic industry, aside from soaps, is valued at between 160,000,000 and 170,000,000 reichsmark annually, as compared with 60,000,000 to 70,000,000 reichsmarks before the War.

## Powdered Toilet Soap Specification

The Technical Committee on Soaps and Soap Products of the Federal Specifications Board, Bureau of Standards, has issued a new proposed specification for powdered toilet soap. Copies of the new tentative specification may be secured from F. W. Smithers, Federal Specifications Board, Bureau of Standards, Washington, D. C., and suggestions or criticisms may be forwarded to him before the requirements it contains are definitely adopted for use in Government purchasing.

## Must Have "Perfumer"

Zenith Perfume Co.

Must have THE PERFUMER in order to keep in touch with the trade.

# Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.; Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder

are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

## Trade Mark Registration Applied for (Act of Feb. 20, 1905)

*These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.*

295,757.—"Memo." Milton Paul, doing business as the International Extract Co., New York. (May 10, 1929.)—Flavoring extracts.

303,799.—"Nivea." P. Beiersdorf & Co., Inc., New York. (July 16, 1930.)—Soap.

331,170.—"Old English Lavender." Yardley of London, Inc., Union City, N. J. (Feb., 1894.)—Toilet preparations.

341,328.—"Gilmore." Gilmore & Burke, Inc., Seattle, Wash. (Jan. 14, 1933.)—Shampoo and hair tonic.

341,825.—"Allen's 2 Drop." Mark W. Allen & Co., Detroit, Mich. (Aug. 24, 1933.)—Hand lotions.

342,335.—"Triple-Mint." J. R. Brundage, Inc., New York. (Aug. 28, 1933.)—Tooth paste.

342,989.—"Verley BFA." Albert Verley, Inc., Chicago, Ill. (Aug. 10, 1933.)—Preparation for imparting aroma to butter.

344,610.—"Budget." Joseph Tetley & Co., Inc., New York. (Sept. 12, 1933.)—Flavoring extracts.

348,566.—"Zendico." Benjamin H. Rost, doing business as

Zendico Hygiene Products Co., New York. (Feb., 1930.)—Tooth powders.

348,747, 347,748, 348,749, 351,102.—"Campana Dreskin." Campana Corp., Batavia, Ill. (Feb. 13, 1934.)—Skin lotion.

349,138.—"Royal Pine." Iowa Soap Co., Burlington, Ia. (Feb. 26, 1934.)—Soap.

349,217.—"Ann Hathaway." A. P. Babcock Co., New York and Rutherford, N. J. (Mar. 22, 1934.)—Toilet preparations.

349,755.—"Removall." Edna B. Turner, doing business as the Turner Products Co., Windsor, Mo. (June 26, 1933.)—Dandruff remover.

351214.—"Lady Eugenia." Lady Eugenia, New York. (Apr. 16, 1934.)—Cosmetic preparations.

353,041.—"Simon M. A. T." Société Anonyme Crème Simon, Anciennement J. Simon & Cie., Lyon, France. (Feb. 1, 1934.)—Toilet creams.

353,126.—"Gertos." Gert & Co., Vienna, Austria. (Aug. 22, 1933.)—Toilet preparations.

353,658.—"Orelia." Jünger & Gebhardt, A. G., Berlin, Germany. (1933.)—Ethereal oils, perfumes, cosmetics.

354,775.—"Bath Brite." Stamford Rubber Supply Co., doing business as the Ivex Laboratories, Stamford, Conn. (Jan. 4, 1934.)—Detergent materials of soaps and minerals.

354,953.—"Segal Mikee." Hyman R. Segal, New York. (July 1, 1933.)—Compacts and cosmetic receptacles.

354,977.—"Movieland." Carlyle Laboratories, Inc., New York. (Mar. 1, 1934.)—Lipstick.

## Patents and Trade Marks



D 93,914



D 93,985



D 94,008



D 94,009



D 94,010



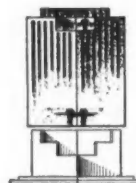
D 94,011



D 93,857



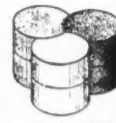
D 94,021



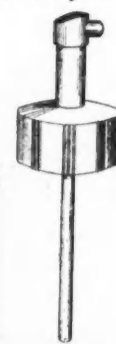
D 94,001



D 94,022



D 93,975



D 94,036

355,183.—"Luminous of Hollywood." Cosmetics, Inc., Los Angeles, Cal. (July 10, 1934.)—Toilet preparations.

355,186.—"Bald Knob." Enstam-Hunter Hair Invigorator Co., Los Angeles, Cal. (June 18, 1934.)—Hair preparations.

355,249.—"Saint-Jean-d'Été." Cecile Etieue, Paris, France. (Jan. 12, 1934.)—Perfumes, cosmetics, dentifrices.

355,309, 355,310, 355,311.—"Après Minuit," "Bouquet Pourpre," "Firmament," respectively. J. Forstrem, née Baudoin, Paris, France. (Oct. 30, 1930; Feb. 16, 1927; Mar. 9, 1933, respectively.)—Toilet preparations.

355,299.—"Lorol." Deutsche Hydrierwerke, A.-G., Berlin-Charlottenburg, Germany. (July 19, 1929.)—Cetyl and other alcohols.

355,381.—"Orex." James Ross Boles, doing business as the Orex Co., San Antonio, Tex. (June 1, 1934.)—Mouth powder.

355,454.—"Velvet Vitalized." Vitalized Peanut Oil Corp., Suffolk, Va. (Aug. 21, 1934.)—Peanut oil for massage and skin treatment.

355,471.—"Scalp-Eze." Ernest G. Gautschi, Long Beach, Cal. (Aug. 14, 1934.)—Scalp lotion.

355,495.—"Liliom Bolgary." Red Cross Pharmacy, Inc., Cleveland, O. (1904.)—Face creams, face powder, milk lotion.

355,682.—"Rub-Rosa." Robert Lundgren, doing business as Rubrosa Products Co., New York. (June 8, 1933.)—Eau de Cologne rubs.

355,805.—"Costume Compact." Richard Hudnut, New York. (May, 23, 1934.)—Compacts and vanity boxes.

355,909.—"O-NO." William B. Wallace, Dallas, Tex. (Apr. 15, 1933.)—Breath deodorant.

355,933.—"Tic Toc." Glebeas Importation Co., Inc., New York. (Aug. 24, 1934.)—Perfumes and cosmetics.

355,956, 355,957.—"Blue Grass." Elizabeth Arden, Inc., New York. (Sept. 15, 1934; Aug. 15, 1934, respectively.)—Soap and perfumes, respectively.

356,016.—"Norlena." Southern Drug Co., Inc., Washington, D. C. (Aug. 31, 1934.)—Cold and cleansing creams and skin tonic.

356,117.—"Penthouse." Lucien Lelong, Inc., Chicago, Ill. (Sept. 7, 1934.)—Perfumes.

356,119.—"Lucky Tiger." Lucky Tiger Manufacturing Co., Kansas City, Mo. (Sept., 1933.)—Hair and skin preparations.

356,141.—"Youse." Larkin Soap Co., Teaneck, N. J. (Aug. 2, 1934.)—Hand soap.

356,152, 356,533.—"PMC." Paper Makers Chemical Corp. Wilmington, Del. (1910.)—Soaps.

356,202.—"Squires." Harry Squires, doing business as Squires Laboratories, Thompsonville, Conn. (Sept. 4, 1934.)—Scalp preparation.

356,228.—"Cosmort." Nicholas J. Meinert, doing business as Meinert Laboratories, Oakland, Cal. (Jan. 23, 1932.)—Cosmetics used by morticians in embalming.

356,319.—"Bayol." Stanco, Inc., Wilmington, Del. (July 31, 1923.)—White mineral oil.

356,429.—"B-Slim." Wilkinson & Muhm, San Francisco, Cal. (Aug. 10, 1934.)—Reducing compound.

356,525.—"Lux." Lever Bros. Co., Cambridge, Mass. (Mar. 5, 1934.)—Soap.

356,659.—"Vogue Art." Mary Elizabeth Dyche, doing business as the Vogue Art Co., Amarillo, Tex. (June 1, 1933.)—Colored permanent-wave solution.

356,728.—"Olim." Edward Longi, New York. (Sept. 24, 1934.)—Soap washing powder.

356,751.—"Zem-Zem." Zem-Zem Corp., New York. (June 1, 1933.)—Champoo and wave-set.

356,778.—"Salakuta." Michel & Pelton Co., doing business as the Salakuta Laboratories, Oakland, Cal. (July 23, 1931.)—Shampoo and skin ointment.

356,785.—"Trautman's." August Trautman, Brooklyn, N. Y. (Sept. 25, 1934.)—Toilet preparations.

356,789.—"Zoff." B. M. Loucks, doing business as the Zoff Co., St. Joseph, Mo. (Sept. 19, 1934.)—Soap in paste form.

356,850.—"Felsina." Joseph Palazzolo, New York. (1910.)—Tooth paste.

356,909.—"Paroil." Paragon Distributing Corp., New York. (May 21, 1934.)—Shampoo tint.

356,910.—"The Plough-Share." Plough, Inc., Memphis, Tenn. (Jan., 1923.)—Monthly publication.

356,963.—"La Promesse." Parfums Corday, Inc., New York. (Mar. 25, 1933.)—Perfumes and toilet preparations.

356,980.—"On Tyme." York Pharmacal Co., St. Louis, Mo. (Dec. 1, 1933.)—Shaving cream.

357,043.—"Se Du." Glynn Bowden, doing business as Se Du Lotion Co., Kansas City, Mo. (Jan. 1934.)—Skin lotion.

357,056.—"Dabon." Nostane Products Corp., doing business as Dr. Browns Laboratories, Brooklyn, N. Y. (Jan. 1, 1932.)—Brushless shaving cream.

357,078.—"C-I-G." George W. Campbell, Jr., Atlanta, Ga. (May 10, 1934.)—Tobacco stain remover.

357,083.—"Tubby." Gulf & Valley Cotton Oil Co., Inc., New Orleans, La. (June 21, 1934.)—Laundry soap.

357,118.—"Kalorene." Commercial Solvents Corp., New York. (Sept. 11, 1934.)—Denatured alcohol.

357,213.—"Willie Whisker." Ace Manufacturing Co., Chicago, Ill. (Aug. 27, 1934.)—Shaving creams.

357,249.—"Clandestine." Lenthéric, Inc., New York. (Oct. 10, 1934.)—Perfumes.

357,250.—"Jockey Club." Lundborg, Inc., New York. (July 24, 1877.)—Toilet preparations.

357,272.—"Clarice Jane." Clarice Jane, Inc., Elgin, Ill. (Feb., 1932.)—Vanity cases, compacts, cosmetic containers.

357,359.—"Rather Lather." Dudley B. Wade, Jr., Lagrange, Ga. (Nov. 22, 1933.)—Shaving cream and soap.

357,480.—"Cinch." Clark-Hoover, Inc., South Bend, Ind. (May 1, 1933.)—Wave set, body deodorant, glycerine and brilliantine.

357,509.—"Park Royal." San-Nap-Pak Manufacturing Co., New York. (Aug. 1, 1933.)—Cleansing tissues.

357,579.—"Carioca." Zanadu Manufacturing Corp., New York. (Sept. 11, 1934.)—Lipstick.

357,714, 357,716.—"Colgate." Colgate-Palmolive-Peet Co., Jersey City, N. J. (July 27, 1934; Aug. 24, 1934, respectively.)—Dental cream and shaving cream, respectively.

### Trade Mark Registration Granted (Act of March 19, 1920)

*These registrations are not subject to opposition:*

M319,382.—"Parfums Weil Paris." D. Lisner & Co., New York. (June, 1933. Serial No. 346,419.)—Toilet preparations.

M319,401.—"Soap-Tabs." General Desserts Corp., New York. (June 26, 1933. Serial No. 343,987.)—Toilet soap tablets.

M319,402.—"Tintz." Tintz Shampoo Co., Chicago, Ill. (Sept. 5, 1933. Serial No. 342,414.)—Shampoo.

M319,408.—"Gold Medal." Miller Soap Products, Inc., Los Angeles, Cal. (Apr. 1, 1931. Serial No. 353,400.)—Powdered soap.

M319,594.—"Mary Peabody." Pharma-Craft Corp., Louisville, Ky. (Jan. 12, 1933. Serial No. 333,860.)—Hand balm.

M319,604.—"L. A. Roberts System." Lucille Roberts, Brooklyn, N. Y. (July 1, 1933. Serial No. 355,117.)—Hair preparations.

M319,881.—"Marie Astor." Veldown Co., Inc., New York. (April, 1933. Serial No. 357,515.)—Cleansing tissues.

M319,970.—"Betty Woods." Borun Bros., Los Angeles, Cal. (July 1, 1931. Serial No. 353,116.)—Cleansing tissues.

### Patents Granted

*Consideration of space prevents our publishing numerous claims and specifications connected with these patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.*

1,980,473. Paste dispenser. Thomas N. Coffelder, Pittsburgh, Pa.

1,980,607. Self-sealing paste tube. Hans Christian Andersen, Mahtowa, Minn.

1,980,642. Paste tube cap. James W. Tanfield, Jersey City, N. J.

1,980,853. Container cap construction. George E. Dietze, Pittsburgh, Pa.

1,980,921. Vanity case. William G. Kendall, Maplewood, N. J.

1,981,032. Perfume sample. Carola de Peyster Kep, Jr., assignor to Harper's Bazaar, Inc., both of New York.

1,981,249. Detergent unit. Samuel Rosenblatt, Medford, Mass., assignor to Surgical Dressings, Inc., Jamaica Plain, Mass.

1,981,545. Powder puff pouch. Emanuel Hammerling, assignor to the Powder Puff Pouch Co., both of New York.

1,981,804. Soap press. Ruel A. Jones, assignor to R. A. Jones & Co., Inc., both of Covington, Ky.

1,982,198, 1,982,199, 1,982,200. Soap-base lubricants. Lawrence C. Brunstrum, Chicago, Ill., and Maurice R. Schmidt, Hammond, Ind., assignors to the Standard Oil Co., Chicago, Ill.

1,982,248. Handkerchief carrying vanity accessory. Edwin Gebhardt, Cincinnati, O.

(Continued on Page 536)

# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

## ESSENTIAL OILS

Almond Bit., per lb.	\$2.20@	\$2.40	Guaiac (Wood) ...	2.35@		Tansy .....	2.20@	2.35
S. P. A. ....	2.50@	2.75	Hemlock .....	.65@		Thyme, red .....	.63@	.80
Sweet True .....	.65@	.70	Hops .....	(oz.) 9.00@		White .....	.90@	1.00
Apricot Kernel ..	.29@	.33	Horsemint .....	2.85@		Valerian .....	10.50@	
Amber, crude .....	.24@	.30	Hyssop .....	40.00@		Verbena .....	3.75@	7.00
rectified .....	.50@	.60	Juniper Berries ..	1.50@	1.65	Vetivert, Bourbon..	7.00@	8.00
Ambrette, oz. ....	46.00@		Juniper Wood .....	.60@	.62	Java .....	10.00@	25.00
Amyris balsamifera.	3.00@	3.25	Laurel .....	15.00@		East Indian .....	30.00@	
Angelica root .....	50.00@	60.00	Lavender, English..	32.00@		Wine, heavy .....	1.40@	
seed .....	65.00@	80.00	French .....	3.25@	5.50	Wintergreen, S'thern	3.00@	
Anise, U. S. P. ....	.46@	.52	Lemon, Italian .....	1.15@	1.65	Penn. & Conn. ....	5.00@	8.00
Araucaria .....	1.75@	1.85	Calif. ....	.70@	.85	Wormseed .....	2.15@	2.50
Aspic (spike) Span.	1.35@		Lemongrass .....	1.20@	1.45	Wormwood .....	3.00@	3.35
French .....	1.55@		Limes, distilled .....	5.75@	7.00	Ylang-Ylang, Manila	29.00@	35.00
Balsam, Peru .....	5.75@	6.25	expressed .....	9.50@	11.00	Bourbon .....	5.00@	8.00
Balsam, Tolu, oz. .	4.25@		Linaloe .....	1.60@	1.85			
Basil .....	(oz.) 2.35@		Lovage .....	35.00@				
Bay .....	1.65@	2.00	Mace, distilled .....	1.50@				
Bergamot .....	1.65@	2.00	Mandarin .....	4.75@	7.50			
Birch, sweet N. C. .	1.50@	1.75	Marjoram .....	6.25@				
Penn. and Conn. .	2.15@	3.00	Melissa .....	5.00@				
Birchtar, crude ..	.15@		Mirbane (see Nitrobenzol)					
Birchtar, rectified..	.75@		Mustard, genuine... 8.50@	10.00				
Bois de Rose .....	1.40@	3.00	artificial .....	2.15@	2.40			
Cade, U. S. P. ....	.30@	.33	Myrrh .....	10.00@				
Cajeput .....	.55@		Myrtle .....	4.00@				
Calamus .....	3.50@		Neroli, Bigarade, p.	55.00@	125.00			
Camphor "white" ..	.26@	.30	Petale, extra .....	70.00@	150.00			
Cananga, Java native	2.80@	3.25	Niaouli .....	3.45@				
rectified .....	3.15@	3.50	Nutmeg .....	1.50@				
Caraway .....	2.00@		Olibanum .....	6.50@				
Cardamon, Ceylon..	14.00@	25.00	Orange, bitter .....	2.00@				
Cascarilla .....	60.00@		sweet, W. Indian.	1.90@	2.15			
Cassia, 80@85 p.c.	1.05@		Italian .....	1.85@	2.10			
rectified, U. S. P. .	1.35@	1.50	Spanish .....	2.80@	3.00			
Cedar leaf .....	.65@	.70	Calif. exp. ....	2.10@				
Cedar wood .....	.28@	.32	dist. ....	.75@				
Cedrat .....	4.15@		Origanum, Spanish.	.85@	1.00			
Celery .....	15.00@		Orris root, con (oz.)	4.00@	5.00			
Chamomile ... (oz.)	3.00@	7.00	Orris root, abs. (oz.)	35.00@	50.00			
Cherry laurel .....	12.00@		Orris Liquid .....	18.00@	25.00			
Cinnamon, Ceylon..	12.00@	20.00	Parsley .....	6.50@				
Cinnamon, Leaf....	2.25@	.40	Patchouli .....	3.00@	3.35			
Citronella, Ceylon..	.35@	.40	Pennyroyal Amer..	2.15@	2.40			
Java .....	.40@	.46	French .....	1.55@	1.65			
Cloves Zanzibar ..	.95@	1.07	Pepper, black .....	6.00@	6.50			
Cognac .....	18.00@	21.00	Peppermint, natural	3.40@	3.60			
Copaiba .....	.57@	.62	Redistilled .....	3.70@	4.25			
Coriander .....	3.60@		Petitgrain .....	1.40@	1.65			
Croton .....	1.50@	1.70	French .....	2.35@	2.50			
Cubebs .....	2.75@		Pimento .....	1.45@	2.25			
Cumin .....	8.25@		Pine cones .....	3.00@				
Curacao peels .....	5.25@		Pine needles, Siberia	.90@				
Curcuma .....	3.00@		Pinus Sylvestris ...	2.00@	2.15			
Cypress .....	12.00@		Pumilionis .....	2.20@				
Dillseed .....	3.60@	4.25	Rhodium, Imitation.	2.00@	4.50			
Elemi .....	1.45@		Rose, Bulgaria (oz.)	6.00@	12.00			
Erigeron .....	1.30@	1.60	Rosemary, French..	.40@	.50			
Estragon .....	38.00@		Spanish .....	.36@	.40			
Eucalyptus .....	.30@	.32	Rue .....	2.50@				
Fennel, Sweet .....	1.25@	1.45	Sage .....	2.15@				
Galbanum .....	26.00@		Sage, Clary .....	30.00@				
Galangal .....	24.00@		Sandalwood, East					
Geranium, Rose			India .....	6.00@	7.00			
Algerian .....	5.50@	8.00	Australia .....	5.75@				
Bourbon .....	5.20@	6.50	Sassafras, natural..	.85@	.90			
Spanish .....	16.00@		artificial .....	.48@	.55			
Turkish .....	2.10@	2.25	Savin, French .....	1.85@	2.00			
Ginger .....	3.40@	3.75	Spearmint .....	1.95@	2.15			
Gingergrass .....	3.25@	4.10	Snake root .....	8.00@	10.00			
Grape Fruit .....	3.00@		Spruce .....	.65@				
Conc. ....	24.00@		Styrax .....	7.00@				

## TERPENELESS OILS

Bay .....	4.00@	
Bergamot .....	6.00@	
Clove .....	4.00@	5.00
Coriander .....	20.00@	
Geranium .....	8.00@	12.50
Grapefruit .....	45.00@	
Sesquiterless .....	85.00@	
Lavender .....	7.00@	8.50
Lemon .....	6.75@	14.50
Lime, ex. ....	50.00@	
Orange, sweet .....	78.00@	90.00
bitter .....	90.00@	115.00
Petitgrain .....	4.00@	
Rosemary .....	2.50@	
Sage, Clary .....	90.00@	
Vetivert, Java .....	35.00@	
Ylang-Ylang .....	28.00@	35.00

## OLEO-RESINS

Benzoin .....	2.50@	5.00
Capsicum, U. S. P.		
VIII .....	2.65@	3.00
Alcoholic .....	3.00@	
Cubeb .....	3.25@	
Ginger, U.S.P. VIII	2.00@	
Alcoholic .....	3.25@	
Malefern .....	1.45@	1.60
Oak Moss .....	6.00@	15.00
Olibanum .....	3.25@	
Orris .....	17.00@	28.00
Patchouli .....	16.50@	18.00
Pepper, black .....	4.00@	4.60
Sandalwood .....	16.00@	
Vanilla .....	5.00@	7.50

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50%..	2.00@	
Acetophenone .....	2.00@	3.00
Acetyl iso-eugenol..	9.00@	
Alcohol C 8.....	14.00@	20.00
C 9 .....	26.00@	40.00
C 10 .....	18.00@	30.00
C 11 .....	30.00@	40.00
C 12 .....	14.00@	25.00
Aldehyde C 8.....	28.00@	
C 9 .....	45.00@	70.00
C 10 .....	30.00@	60.00
C 11 .....	35.00@	50.00
C 12 .....	32.00@	60.00
C 14 (so-called)..	15.00@	35.00
C 16 (so-called)..	17.50@	30.00
Amyl Acetate .....	.85@	1.00
Amyl Butyrate .....	1.00@	1.25
Amyl Cinnamate ..	2.50@	
Amyl Cinnamic Alde-		
hyde .....	3.90@	4.00
Amyl Formate .....	1.60@	1.90



Amyl Phenyl Acetate	3.60@	4.00
Amyl Salicylate	.75@	
Amyl Valerate	2.40@	
Anethol	1.15@	1.25
Anisic Aldehyde	3.35@	
Benzaldehyde, U.S.P.	1.45@	
F. F. C.	1.55@	1.90
Benzophenone	2.00@	4.00
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.50
Benzyl Benzoate	1.05@	2.00
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	7.00@	9.00
Benzyl Formate	2.90@	3.25
Benzyl Iso-engenol	15.00@	25.00
Benzylidenacetone	2.50@	4.00
Borneol	1.75@	2.00
Bornyl Acetate	2.00@	6.00
Bromstyrol	4.00@	5.00
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.25@	4.00
Cinnamic Acid	4.00@	
Cinnamic Alcohol	3.25@	3.50
Cinnamic Aldehyde	2.50@	3.50
Cinnamyl Acetate	10.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.50@	3.00
Citronellal	2.40@	3.00
Citronellol	2.25@	2.75
Citronellyl Acetate	3.75@	
Coumarin	3.50@	
Cuminic Aldehyde	62.00@	
Dibutylphthalate	.30@	.36
Diethylphthalate	.32@	.37
Dimethyl		
Anthranilate	6.25@	7.00
Dimethyl Hydroqui-		
none	3.75@	5.00
Dimethylphthalate	.50@	.60
Diphenylmethane	1.75@	2.45
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.50@	6.00
Ethyl Benzoate	1.20@	
Ethyl Butyrate	1.00@	
Ethyl Cinnamate	4.50@	
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.40@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	15.00@	20.00
Eucalyptol	.60@	1.00
Eugenol	2.60@	3.50
Geraniol, dom.	2.00@	6.00
Geranyl Acetate	2.90@	4.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.20@	2.65
foreign	2.50@	
Hydratropic Al'hyde	25.00@	27.50
Hydroxycitronellal	3.60@	10.00
Indol, C. P. (oz.)	2.25@	5.00
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	4.00
Iso-safrol	1.75@	
Linalool	1.90@	2.75
Linalyl Acetate 90%	2.50@	2.75
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	10.00@	12.00
Menthhol, Japan	2.75@	3.50
Synthetic	2.25@	3.00
Methyl Aceto-		
phenone	2.20@	3.00

Methyl Anthranilate	2.50@	3.00
Methyl Benzoate	1.40@	1.75
Methyl Cinnamate	3.50@	
Methyl Eugenol	2.90@	6.75
Methyl Heptenone	3.75@	6.00
Methyl Heptene C'b	20.00@	36.00
Methyl Iso-eugenol	8.50@	12.50
Methyl Octine Carb.	24.00@	32.00
Methyl Paracresol	4.65@	6.00
Methyl Phenylacetate	2.65@	3.00
Methyl Salicylate	.42@	.50
Musk Ambrette	5.00@	5.15
Ketone	5.15@	5.40
Xylene	1.50@	1.75
Nerolin (ethyl ester)	1.50@	1.75
Nitrobenzol	.15@	
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate	5.25@	6.00
Paracresol Methyl		
Ether	3.50@	5.00
Paracresol Phenyl-		
Acetate	14.00@	20.00
Para Cymene. (gal.)	1.25@	1.65
Phenylacetaldehyde		
50%	5.00@	7.00
100%	8.50@	10.50
Phenylacetic Acid	2.50@	4.00
Phenylethyl Acetate	7.50@	10.00
Phenylethyl Alcohol	4.25@	4.75
Phenylethyl		
Anthranilate	16.00@	
Phenylethyl But'rate	12.00@	16.00
Phenylethyl Formate	18.00@	
Phenylethyl Pro-		
pionate	12.00@	
Phenylethyl Val'rate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alc'hol	6.00@	12.00
Phenylpropyl Alde-		
hyde	8.00@	12.00
Rhodinol	8.00@	20.00
Safrol	.55@	.59
Santalyl Acetate	22.50@	
Skatol C. P. (oz.)	7.00@	10.00
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P.	.36@	.40
Terpinyl Acetate	.90@	1.15
Thymene	.35@	
Thymol	1.90@	2.75
Vanillin (clove oil)	4.25@	5.00
(guaiacol)	4.00@	4.75
Vetiveryl Acetate	21.00@	25.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl		
ester)	1.50@	1.75
BEANS		
Tonka Beans, Para.	1.15@	1.40
Angostura	2.40@	2.50
Vanilla Beans		
Mexican, whole	3.25@	4.25
Mexican, cut	3.25@	3.65
Bourbon, whole	3.00@	4.00
South American	3.00@	3.40
SUNDRIES AND DRUGS		
Acetone	.11@	.15
Alcohol, 190-pf. gal.	4.12½@	4.29½
Almond meal	.21@	.25
Alum, potash	.03¼@	.03½
Aluminum chloride	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba	.38@	.40
Peru	2.10@	2.25
Tolu	.80@	1.10
Fir, Canada, gal.	9.00@	12.00
Oregon	1.25@	1.50
Beeswax, white	.40@	.45
Yellow	.24@	.30

Bismuth sub-nitrate	1.40@	
Boric Acid, ton.	105.00@	115.00
Calamine	.16@	.20
Calcium, phosphate	.08@	.08½
Ph'phate, tri-basic	.13@	.15
sulfate	.03¼@	.04
Camphor	.53@	.65
Cardamon seed	.65@	
Castoreum	17.50@	
Chalk, precip.	.03½@	.06½
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Cherry laurel water,		
gal.	1.25@	
Citric acid	.30@	.35
Civet, ounce	3.75@	4.50
Cocoa butter	.12@	.15
Clay, Colloidal	.03@	.03½
Formaldehyde	.06@	.06½
Fuller's Earth, ton.	16.00@	30.00
Formic acid	.12@	.16
Fatty Acids (See Soap Sec.)		
Guarana	.75@	1.25
Gum Arabic, white.	.20@	.22
Amber	.09½@	.12
Gum Benzoin, Siam	1.30@	1.50
Sumatra	.24@	.30
Gum galbanum	1.05@	1.15
Gum myrrh	.30@	.40
Henna, powd.	.15@	.28
Hydrogen peroxide	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrous	.18@	.22
anhydrous	.20@	.24
Lavender flowers	.24@	.55
Magnesium, Carbon-		
ate	.06¼@	.07½
Stearate	.19@	.25
Sulfate	.02½@	.03
Musk, ounce	15.00@	25.00
Oils, Vegetable (See Soap Sec.)		
Olibanum, tears	.13@	.30
siftings	.08@	.13
Orange flower water,		
gal.	1.50@	
Orange flowers	.30@	.90
Orris root, powd.	.20@	.75
Paraffin	.04½@	.07
Patchouli leaves	.16@	.20
Petrolatum, white	.07@	.11
Phenol	.16@	.20
Potassium, Carbonate	.13@	.16
Hydroxide	.07¼@	
Quince seed	.60@	1.00
Reseda flowers	1.50@	1.65
Rhubarb root, powd.	.28@	.50
Rice starch	.12@	.15
Rose leaves, red	1.40@	1.75
Rose water, gal.	1.25@	
Salicylic acid	.40@	.45
Sandalwood Chips	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. crys.	.01¼@	.02¼
Phosphate, tribasic	.02¼@	.04
Spermaceti	.22@	.25
Styrax	.40@	3.25
Sulfur, precip	.17@	.20
Tartaric acid	.27@	.30
Titanium oxide	.22@	.25
Tragacanth, No. 1.	1.20@	1.50
Triethanolamine	.45@	.50
Veniceturpentine, gal.	.30@	
Vetivert root	.30@	
Violet flowers	.95@	1.15
Zinc Peroxide	1.10@	1.75
Oxide	.13½@	.15
Stearate	.21@	.28

## New York Market Report

THE market, far from quieting down at the approach of the holidays, has been even more active during the last three weeks than before. Sellers are greatly encouraged by the outlook and also by the volume of business done during November and early December. It is pointed out that toilet goods business in drug and department stores during the holiday period has been the greatest in several years and that stocks of finished toilet preparations in the stores and in the hands of the producers as well have been materially reduced. In fact, some makers found difficulty during the holiday period in supplying the demand and re-orders from retail outlets. Reports from Bulgaria are to the effect that the sale of the rose is likely to be put back into the hands of the regular sources next season. The government may supervise distillation in the plants but the well known brands will again be available from usual sources. It is also believed that plans for stabilizing prices will be worked out which will place otto of rose in the reach of consumers at levels attractive to them and at the same time the violent fluctuations in prices which have been the rule in the past will be avoided. Most interests believe that prices will be stabilized for some years at approximately the current market levels which should materially assist in expanding the sale of this valuable raw material.

## Patents and Trade Marks

(Continued from Page 533)

- 1,982,268. Depilatory soap. Emery Roth and Leo Spira, Chicago, Ill.  
1,982,294. Automatic seal for tubes. Guy T Griffin, Albany, N. Y.  
1,982,440. Bottle closure and dropper. Samuel H. Lebowitz, New York.  
1,982,512. Shaving mug. Robert L. Graham, McAlester, Okla., assignor to the F. W. Fitch Co., Des Moines, Ia.  
1,982,662. Lime soap grease. Walter D. Hodson, Chicago, Ill.  
1,982,949. Dispensing container for powder. Harry C. Cole, Philadelphia, and Allen L. Grammer, Meadowbrook, Pa.  
1,983,002. Tag for cakes of soap. Eugene Reeves, Los Angeles, Cal.  
1,983,083. Lipstick container. Ellison S. Irelan, assignor to the Illinois Watch Case Co., both of Elgin, Ill.  
1,983,319. Apparatus for making facial and massage cream. John French Simpson, assignor to the Ensemble Manufacturing Co., both of Washington, D. C.  
1,983,382. Vanity case. James R. Marsh, Boise, Idaho.  
1,983,496. Sachet powder container. Paul H. Ganz, assignor to D. Lisner & Co., both of New York.  
1,983,691. Perfuming device. Joseph Bonardi, New York.

## Designs Patented

- 93,857. Design for an atomizer. Frederic A. Vuilleminot, Toledo, O.  
93,914. Design for a bottle. Robert Denels, New York.  
93,975. Design for a box. Paul H. Ganz, assignor to D. Lisner & Co., both of New York.  
93,985. Design for a fitted pocketbook. Florence N. Lewis, New York.  
94,001. Design for a perfume container. Joseph S. Stein, Highland Park, Ill., assignor to Lucien Lelong, Inc., Chicago, Ill.  
94,008, 94,009, 94,010, 94,011. Designs for bottles. Edward G. Westlake, assignor to Marshall Field & Co., both of Chicago, Ill.  
94,021. Design for a combined jar and closure. Michael S. Desser, assignor to the Owens-Illinois Glass Co., both of Toledo, O.  
94,022. Design for a canister. Everett E. Engstrom, White Plains, N. Y., assignor to the Metal Package Corp., New York.  
94,036. Design for an atomizing cap. Kurt Loesch, East Rockaway, N. Y., assignor to Lenthéric, Inc., New York.

## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra.....	\$0.04 7/8 @	
Edible .....		Nominal
Fancy .....		Nominal
Grease white.....	.04 1/2 @	
House .....	.04 1/2 @	
Yellow .....	.04 1/2 @	
Lard .....	.09 1/2 @	.12

### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks.....	.10 1/4 @	
Corn Oil, 95% T.F.A. tanks.....	.06 @	
Red Oil, distilled, tanks.....	.06 @	
Saponified .....	.06 1/2 @	
Stearic Acid, single pressed.....	.09 1/2 @	
Double pressed.....	.10 @	
Triple pressed .....	.12 1/2 @	

### Soap Making Oils

Castor No. 1, tanks.....	.09 1/2 @	
No. 3, tanks.....	.09 @	
Coconut, Ceylon Grade, tanks.....	.03 1/4 @	
Cochin grade, tanks.....	.04 @	
Manila grade, tanks.....	.03 1/2 @	
Corn, crude, Midwest mill, tanks.....	.10 1/4 @	
Cotton, crude, Southeast, tanks.....	.09 @	
Refined .....		Nominal
Foots 50% T.F.A.....	.02 1/2 @	
Lard, common No. 1 barrels.....	.07 1/2 @	
Olive, denatured, max. 5% F.F.A. drums, gal.....	.84 @	.86
Foots, Prime, green, barrels.....	.07 1/2 @	
Palm, Lagos, max. 20% F.F.A., drums	.03 1/2 @	
Niger, casks.....	.03 1/2 @	
Palm, kernel, tanks.....	.03 @	
Peanut, crude, barrels.....	.10 1/2 @	
Refined, barrels.....	.12 1/2 @	
Soya beans, max. 2% F.F.A., Midwest mill tanks.....	.08 1/2 @	
Tallow, acidless, barrels.....	.08 @	
Whale, Crude No. 1, Coast, tanks.....	.04 @	
Refined, barrels.....	.06 1/2 @	.07 1/2

### Glycerine

Chemically pure, drums extra.....	.14 @	.15 1/2
Dynamite, drums included.....	.13 1/2 @	.14
Saponification, drums .....	.10 @	
Soap, lye .....	.09 @	

### Rosin

Barrels of 280 pounds

B .....	\$5.25	K .....	\$5.75
D .....	5.30	M .....	5.75
E .....	5.35	N .....	5.80
F .....	5.50	W.G. ....	6.10
G .....	5.50	W.W. ....	6.40
H .....	5.75	X .....	6.40
I .....	5.75	Wood .....	5.10

### Chemicals

Acid, muriatic, 18°, 100 pounds.....	\$1.00 @	1.60
Sulfuric, 60°, ton.....	11.00 @	
66°, ton.....	15.50 @	
Borax, crystals, carlot, ton.....	42.00 @	71.00
Cyclohexanol (Hexalin).....	.30 @	
Naphtha, cleaners, tank cars.....	.05 @	.05 1/2
Potassium, carbonate, 80@85%.....	.07 @	
Hydroxide (Caustic potash) 88@		
92% .....	.07 1/4 @	
Salt, works, ton.....	11.50 @	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds.....	1.23 @	2.37
Hydroxide (Caustic Soda) 76% Solid, 100 pounds.....	2.60 @	3.75
Silicate 40°, drums, works, 100 pounds .....	.80 @	
Sulfate, anhydrous.....	.02 1/2 @	.03
Phosphate, tri-basic.....	.02 1/2 @	.03
Zinc oxide.....	.05 1/2 @	

1

1

1/8

1/2

1/2

rr